

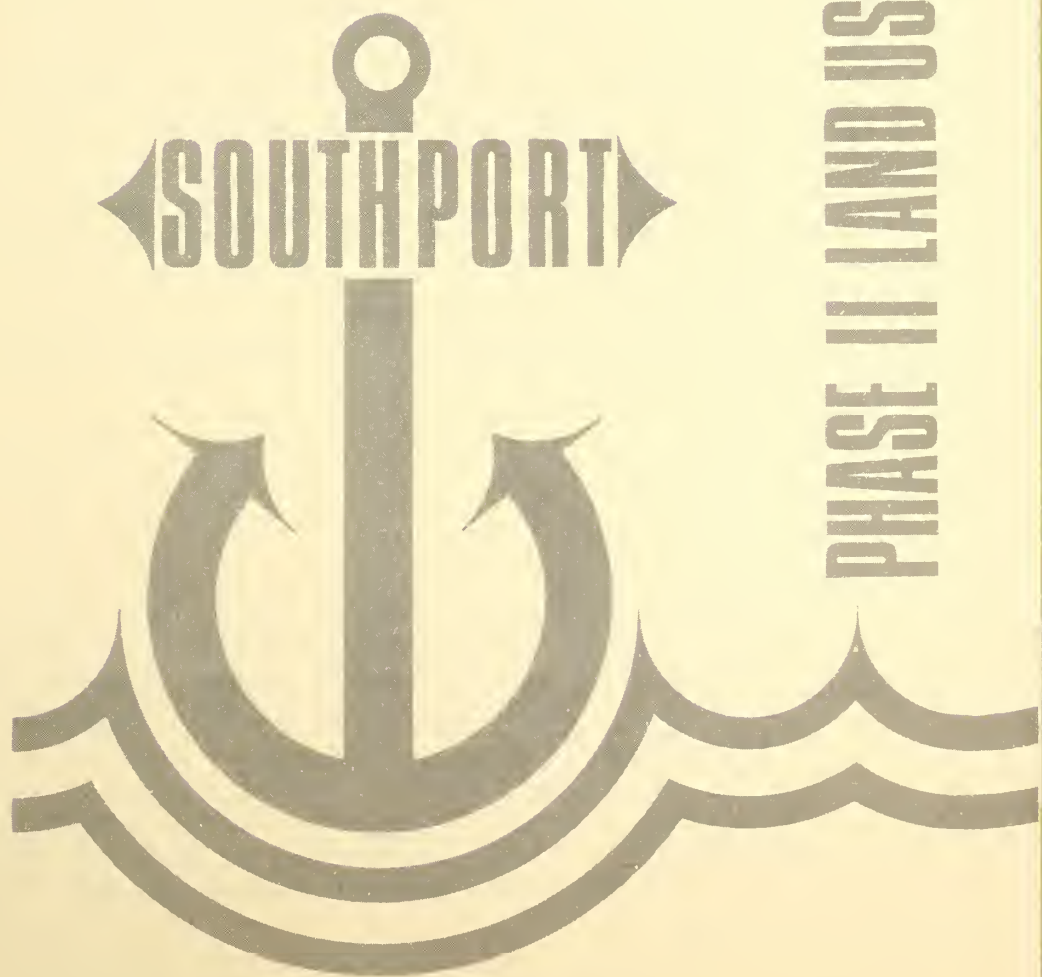
PHASE I POPULATION AND ECONOMY STUDY


PHASE II LAND USE SURVEY AND ANALYSIS



PHASE I POPULATION AND ECONOMY STUDY

PHASE II LAND USE SURVEY AND ANALYSIS





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ABSTRACT

TITLE: Southport, North Carolina
Phase I - Population & Economy Study
Phase II - Land Use Survey & Analysis

AUTHOR: North Carolina Department of Conservation &
Development, Division of Community Planning,
Eastern Area Office (T. Wood)

SUBJECT: Phase I is a collection of basic data con-
cerning the social characteristics of the
community as well as information about the
economic base of the city. Phase II is an
inventory of land uses within Southport as
well as information concerning the physical
character of the city.

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ABSTRACT: This is a two stage report. Phase I is the
Population & Economy Study while Phase II is
the Land Use Survey & Analysis.

The Population & Economy Study contains
essential data on the social and economic
characteristics of Southport. Included in
Phase I is a section on past population
trends and future growth potential. The
economy of Brunswick County and Southport

are analyzed in detail. This phase of the report attempts to illustrate the important functional relationship of social factors and economic activity as they relate to the planning of Southport's physical environ.

Phase 11 of this report attempts to analyze various land uses within the town. Emphasis is given to the physical design of the town and its structural condition. Recommendations for civic improvement are given in both phases of the study.

PREPARED FOR
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JANUARY 1969

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PLANNING FOR SOUTHPORT

The City of Southport entered into a contract with the North Carolina Department of Conservation and Development, Division of Community Planning in February, 1968. Under the provisions of this contract the Federal Government is providing two-thirds of the planning funds while the City of Southport is providing the remaining one-third of the necessary funds. The Division of Community Planning assigned a community planner to perform the studies provided for in the contract and to serve as planning consultant to the Southport Planning and Zoning Commission. The two year contract contains the following work elements:

1. Population and Economy Study
2. Land Use Survey and Analysis
3. Land Development Plan
4. Subdivision Regulations
5. Zoning Ordinance

The first three elements of the planning program are used to develop a physical Land Development Plan to guide the future orderly growth and development of Southport and the area adjacent to the city limits. Subdivision Regulations and a Zoning Ordinance will then be prepared for use in implementing the Land Use Plan.

This first report, which consists of the Population and Economy Study and the Land Use Survey and Analysis, does not purport to portray Southport as seen through the eyes of an ardent community booster, hiding the bad points while emphasizing the more attractive features. The report is designed to accurately portray population, economic, and physical characteristics of Southport. In this manner specific recommendations can be made by the Planning and Zoning Commission to the Board of Aldermen. The Population and Economy section is discussed primarily on a county-wide basis due to shortage of data on a small area basis.

While some census data is available for townships, specific information for small towns is normally included with county totals. Whenever possible, data have been extrapolated for Southport, and additional analyses are presented for the town in the economy section of the report.



HISTORICAL RESUME

Few counties in North Carolina can match the rich and varied historical background of Brunswick County and the county seat of Southport. It is believed that Spanish explorers landed at the mouth of the Cape Fear River in the 1520's. The renowned Verrazzano sailed off the coast of Brunswick County in 1524, but did not enter the mouth of the Cape Fear River.

In 1660 a small group of Massachusetts traders attempted to establish a colony on the lower New Hanover peninsula, across the Cape Fear River from Brunswick County, but abandoned their settlement. Four years later a group from the Barbados Islands attempted a settlement in Brunswick County. This group relocated to what is now Charleston, S. C. in 1670. The Lords Proprietors of the Carolinas closed the area to further settlement as a result of these abortive attempts at settlement. The prohibition on further settlement lasted for almost fifty years.

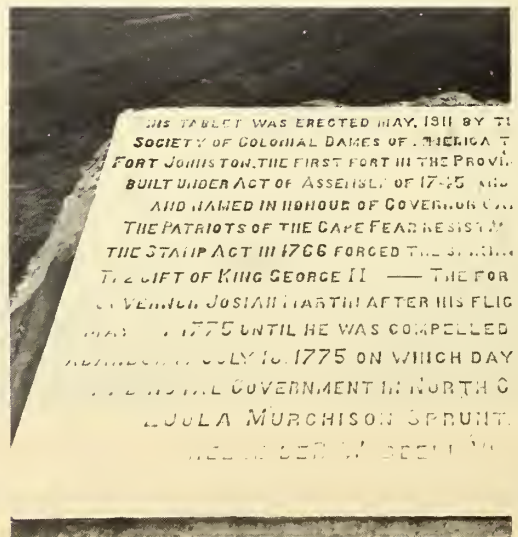
Paradoxically, a descendant of Sir John Yeamans, leader of the Barbados settlement group, established a permanent settlement at Brunswick Town, in 1725. The first permanent settlers to Brunswick County were men of means who established large plantations, leaving little or no room for the traditional yeoman farmer. Absence of the yeoman class prevented rapid population settlement. The visible remnants of this unusual type of settlement can be seen today in the relatively sparse population of Brunswick County.

Two other factors account in part for the low population levels. First, the large rice plantations failed after the Civil War due to the lack of slave labor to perform the arduous field tasks associated with the planting and harvesting of rice. Thus, a major crop and associated profits were lost to the plantations. The second factor was the naval stores "industry". The turpentine and



tar plantations were profitable ventures for a short period of time, but after the trees were bled the land was abandoned. Consequently, large areas of land became unsuitable for either farming or forestry for extended periods. Much of this land reverted to second growth timber tracts.

Brunswick County was formed in 1764 from portions of New Hanover and Bladen Counties. Brunswick Town was designated as the county seat in the same year, but in 1779 the county seat was authorized to be moved to the plantation of John Bell, near Lockwood's Folly Bridge. In 1808 court was moved from this location to Smithville, a settlement established at the site of Fort Johnston. Smithville,



named in honor of Governor Benjamin Smith, was renamed Southport in 1887.

The failure of Southport to develop as an important center for sea borne commerce can be attributed to political events and the changing coastline. Brunswick Town was a thriving port at one time, but the royal governor, Gabriel Johnston, favored a settlement further up the Cape Fear River known as New Liverpool (later known as Newton, and eventually renamed Wilmington). Governor Johnston moved from Brunswick to Wilmington in 1734. Twenty years later, the population of Brunswick was down to 20 families, and the jail, courthouse, and custom house were firmly entrenched in Wilmington.

In 1761, a hurricane created a new inlet to the Cape Fear River considerably north of the existing entrance to the river between Smith Island and Oak Island. Where the old entrance offered a channel to Smithville (Southport) and thence to Wilmington, the new channel bypassed the small settlement built around Fort Johnston. By the time of the Civil War the new inlet provided a safer passage to Wilmington than did the original entrance to the river, thus cutting off Smithville from waterborne commerce. After the Civil War, Army Engineers created an artificial barrier known as The Rocks which redirected the river current and once more made the original inlet safe for navigation. Unfortunately for Southport - renamed in honor of the occasion - Wilmington's port facilities had progressed to such an extent that abandonment of Wilmington as a major port was not feasible. Engineers have constantly deepened the channel up the Cape Fear River to Wilmington and Southport has never developed into a major port.

The town survives as the county seat, endowed with a hospitable climate, some sport and commercial fishing activity, pleasant wide streets, a small commercial trade

area, but lacking the huge docks, wharves, and oil storage tanks of its one time competitor - Wilmington.

Source: City of Southport, N. C. 4th of July Festival.
Corbitt, D. L. Formation of N. C. Counties, 1663-1943, State Department of Archives and History, Raleigh, N. C., 1950.
Sharpe, Bill New Geography of N. C., Vol. II, Sharpe Publishing Company, Raleigh, N. C. 1958.
Lefler and Newsome A History of N. C., UNC Press, Chapel Hill, N. C. 1960.

REGIONAL SETTING

Brunswick County is the southernmost county in North Carolina. Southport, the county seat, is located in the southeast section of the county on the north bank of Cape Fear River close to its entrance to the Atlantic Ocean. Brunswick County lies in the Coastal Plains section of the Carolina, an area that extends inland for a distance of approximately 100 miles. The topography is flat and traversed by numerous rivers and streams.

Surrounding counties in North and South Carolina are predominantly agricultural in character with relatively low population densities. New Hanover County provides an exception to the general population and agricultural characteristics of surrounding counties. New Hanover is a small, rapidly urbanizing county separated from Brunswick County by the Cape Fear River. The port city of Wilmington offers employment to many citizens of Brunswick County, especially those residing in Northwest and Town Creek Townships.

Previous reliance on commercial fisheries in the coastal areas is gradually being displaced by the development of an economy based on recreation and tourism. Between Wrightsville Beach in New Hanover County, N. C. and Myrtle Beach in Horry County, S. C. numerous vacation communities now provide opportunities for seasonal employment. The construction of vacation homes, motels, hotels and restaurants has provided essentially rural counties with a welcome increase in taxable property and at the same time has created problems of an urban nature, principally those of pollution from non-existing or inadequate waste treatment plants.

The battle between ecologists and conservationists on the one hand, and the land developers on the other hand, is one that has not yet been resolved. It is clear, however, that the continued despoilation of large areas of land will

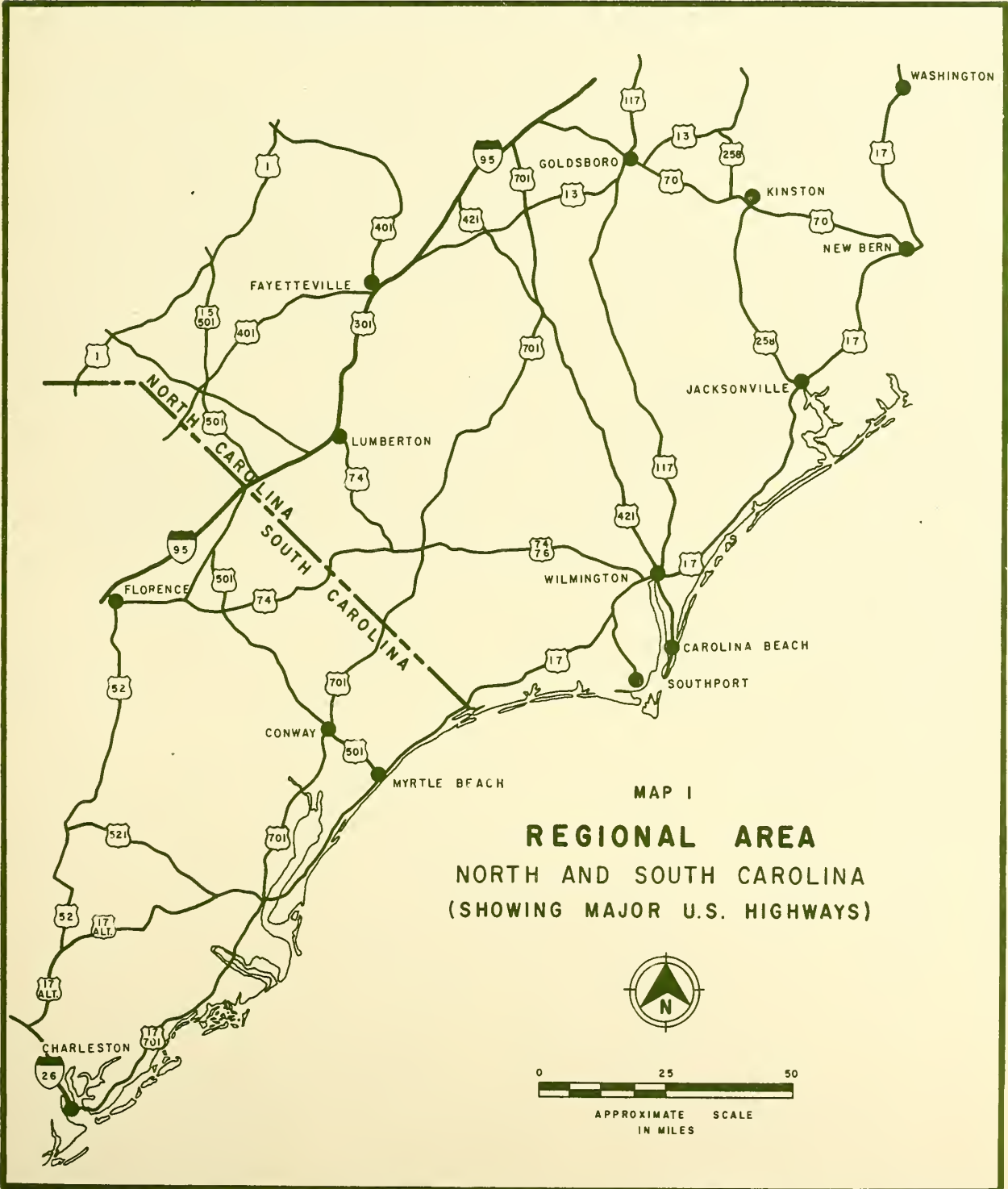
inevitably destroy the charm and tranquility so ardently sought by the vacationer and retiree.

Major traffic arteries traversing Brunswick County are U. S. Highways 17, 74, and 76. U. S. 17 is a major coastal highway extending from Florida to Virginia. This highway consists of two lanes in North Carolina. U. S. 74 and 76 (also two-lane highways) pass through Brunswick County from New Hanover County as a single highway. At Chadbourn, N. C. U. S. 74 swings northwest to Charlotte while U. S. 76 proceeds in a southwesterly direction to Columbia, S. C. Prominent State highways originating in Brunswick County include N. C. 87 which proceeds in a northwesterly direction to Fayetteville, N. C., and N. C. 211 which provides access to Lumberton, N. C. It will be noted that the county seat of Southport is not served by a primary U. S. highway. While served by three State Highways, Southport is somewhat isolated by virtue of its location at the mouth of the Cape Fear River. The river is crossed by only one bridge (another is currently under construction) located approximately 25 miles upstream from Southport at Wilmington. A ferry service is operated between Southport and Fort Fisher connecting Brunswick with the southern portion of New Hanover County. This service is utilized almost exclusively by tourists.

The Intracoastal Waterway provides a calm water passage for ocean going vessels. This strip of salt water separates the mainland from the many islands which lie along the North Carolina coast. In North Carolina it extends from the Virginia border in the north to the South Carolina border and is used by both commercial craft and pleasure boats alike.

There are two public airports located in the Southport area. New Hanover County Airport is located at Wilmington, a jet port for Piedmont Airlines and has a 7,000 feet concrete runway. Brunswick County Airport is located at

Long Beach and is equipped with a small turf runway. No associated services are provided at this airport and it is used primarily for small private aircraft.



PHASE I
PART I
POPULATION



POPULATION

The population of Brunswick County in 1960 was 20,278 according to the Census of Population, 1960, Bureau of Census. This figure reflects a growth of 7,621 persons since the 1900 Census, at which time the county population was 12,657. While this growth rate has been sporadic, the average population growth per decade has been 1250 persons. Some of the townships in Brunswick County have experienced declining population due to out-migration.

The City of Southport has grown slowly during the past sixty years. In 1900 the population of Southport was 1,336, while in 1960 the population had climbed to 2,034. Thus, during a sixty year period, the city has experienced a net gain of almost 700 persons. Much of the population gain in Southport occurred between 1950 and 1960, when the population climbed from 1,748 to 2,034 - a gain of 16.4 percent for the decade. It is interesting to note that the political boundaries of Southport have not changed due to annexation during the entire sixty year period under discussion.

Table 1 on the following page provides a summary of population trends in Brunswick County by minor civil subdivisions between 1900 and 1960.

A closer examination of past population levels in Brunswick County between 1950 and 1960 reveals that certain sections of the county are growing at a much faster rate than others, and that Waccamaw Township experienced a decline of 14.4 percent in population between 1950 and 1960. Map 2 shows 1960 Township populations according to the Census of Population and the percentage increase or decrease in population between 1950 and 1960.

Several towns appear for the first time in the 1960 Census of Population. These are the towns of Ocean Isle Beach, Long Beach and Yaupon Beach. The towns were incorporated between 1950 and 1960. The town of Boiling

TABLE 1
POPULATION OF BRUNSWICK COUNTY BY MINOR CIVIL SUBDIVISION
1900 TO 1960

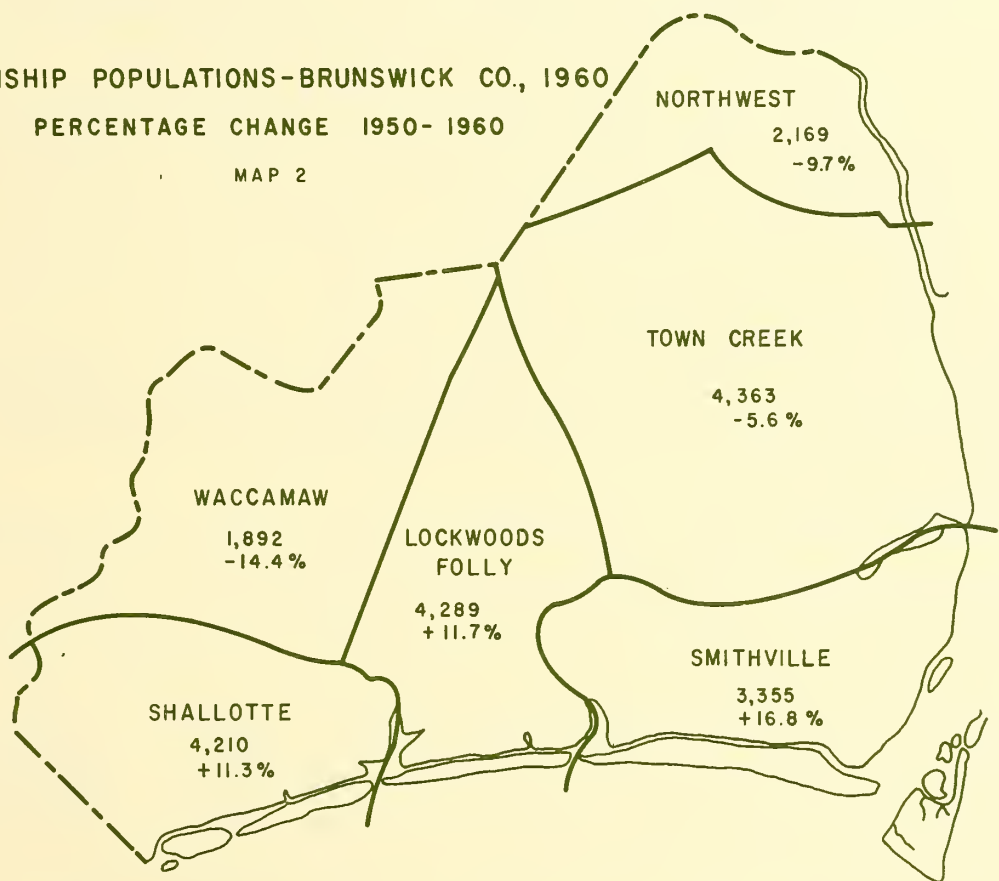
| County and Minor Civil Division | 1900 | 1910 | % Change | 1920 | % Change | 1930 | % Change | 1940 | % Change | 1950 | % Change | 1960 | % Change |
|---------------------------------|--------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|
| BRUNSWICK COUNTY | 12,657 | 14,432 | 14.0 | 14,876 | 3.1 | 15,818 | 6.3 | 17,125 | 8.3 | 19,238 | 12.3 | 20,278 | 5.4 |
| Lockwoods Folly Twp. | 1,968 | 2,362 | 20.0 | 2,460 | 4.1 | 2,709 | 10.1 | 3,423 | 26.4 | 3,839 | 12.1 | 4,289 | 11.7 |
| Shallotte Town (pt) | 149* | 139 | -6.7 | 174 | 25.2 | 214 | 23.0 | 381 | 78.0 | 493 | 29.4 | 418* | -15.2 |
| Northwest Twp. | 1,681 | 1,932 | 14.9 | 2,194 | 13.6 | 2,176 | -0.8 | 2,289 | 5.2 | 2,402 | 4.9 | 2,169 | -9.7 |
| Shallotte Twp. | 2,223 | 2,559 | 15.1 | 2,225 | -13.1 | 2,743 | 23.3 | 3,197 | 16.6 | 3,783 | 18.3 | 4,210 | 11.3 |
| Ocean Isle Beach Town | | | | | | | | | | | | 5* | |
| Shallotte Town (pt) | | | | | | | | | | | | 62* | |
| Smithville Twp. | 2,562 | 2,922 | 14.1 | 3,008 | 2.9 | 2,912 | -3.2 | 2,936 | 0.8 | 2,873 | -2.2 | 3,355 | 16.8 |
| Long Beach Town | | | | | | | | | | | | 102* | |
| Southport City | 1,336 | 1,484 | 11.1 | 1,664 | 12.1 | 1,760 | 5.8 | 1,760 | - | 1,748 | -0.7 | 2,034 | 16.4 |
| Yaupon Beach Town | | | | | | | | | | | | 78* | |
| Town Creek Twp. | 2,841 | 3,035 | 6.8 | 3,274 | 7.9 | 3,373 | 3.0 | 3,101 | -8.1 | 4,131 | 33.2 | 4,363 | 5.6 |
| Bolivia Town | | | | 199 | | 156 | -21.6 | 203 | 30.1 | 215 | 5.9 | 201 | -6.5 |
| Waccamaw Twp. | 1,382 | 1,622 | 17.4 | 1,715 | 5.7 | 1,905 | 11.1 | 2,179 | 14.4 | 2,210 | 1.4 | 1,892 | -14.4 |

*Included in Township.
Source: U. S. Census of Population, 1960.

TOWNSHIP POPULATIONS-BRUNSWICK CO., 1960

PERCENTAGE CHANGE 1950-1960

MAP 2



Springs Lakes was incorporated after 1960 and does not appear in the 1960 Census of Population. These "new" towns have a fluctuating population due to their "recreational" nature. There are many homes in these towns, but most of them are "beach cottages" used only during the summer months.

Migration

Migration patterns can be determined by comparing a given age and sex group in 1950 with an age group 10 years older in 1960. In this manner it can be determined how many persons of the age and sex group in 1950 remain in Brunswick County ten years later. Since the growth rate between 1950 and 1960 was only 5.4 percent, in-migration does not account for a major variation. Table 2-A shows the net migration by race, sex and age groups from ages 0-5 to 45-54. Beyond the ages of 55 comparisons tend to lose validity due to the higher death rate of the older population groups.

An examination of Table 2-A reveals that age groups 20-24 and 25-29 are experiencing the highest attrition rates that can logically be attributed to out-migration. Between the ages of 20-24 (in 1960) it is assumed that some people are either in college, and thus out of the county, or are fulfilling military obligations. However, this same group is apparently not returning to Brunswick County, because there is not a corresponding increase of people in the next age bracket. The logical conclusion is that young Brunswick County citizens are leaving the county at an alarming rate. The figures show proof that male as well as female, whites as well as nonwhites are seeking opportunities elsewhere. Since these age groups contain females of childbearing age, continued migration will adversely affect the birthrate.

Nonwhite out-migration is higher than that of the white

NET MIGRATION BY RACE, SEX, AND AGE GROUPS - TABLE 2-A - BRUNSWICK COUNTY

| Age Group In 1950 | Under 5 Years | 5-9 | 10-14 | 15-19 | 20-24 | 25-34 | 35-44 | 45-54 |
|------------------------------------|------------------|-------|-------|-------|-------|--------|-------|--------|
| Total Population | | | | | | | | |
| Males | | | | | | | | |
| 1950 Population | 1289 | 1187 | 1024 | 1008 | 668 | 1315 | 1196 | 850 |
| 1960 Population | 1249 | 994 | 533 | 553 | 576 | 1224 | 1114 | 730 |
| % of 1950 Group present in 1960 | 96.9% | 83.7% | 52.1% | 54.9% | 86.2% | 93.1% | 93.1% | 85.9% |
| Females | | | | | | | | |
| 1950 Population | 1234 | 1194 | 1054 | 899 | 736 | 1337 | 1137 | 823 |
| 1960 Population | 1168 | 934 | 592 | 611 | 558 | 1285 | 1041 | 750 |
| % of 1950 Group present in 1960 | 94.7% | 78.2% | 56.2% | 68.0% | 75.8% | 96.1% | 91.6% | 91.1% |
| White Population | | | | | | | | |
| Males | | | | | | | | |
| 1950 Population | 726 | 723 | 642 | 622 | 411 | 856 | 813 | 598 |
| 1960 Population | 707 | 636 | 330 | 382 | 402 | 870 | 800 | 549 |
| % of 1950 Group present in 1960 | 97.4% | 88.0% | 51.4% | 61.4% | 97.8% | 101.6% | 98.4% | 91.8% |
| Females | | | | | | | | |
| 1950 Population | 699 | 668 | 659 | 576 | 434 | 889 | 743 | 549 |
| 1960 Population | 679 | 544 | 406 | 423 | 375 | 909 | 719 | 557 |
| % of 1950 Group present in 1960 | 97.1% | 81.4% | 62.5% | 73.4% | 86.4% | 102.2% | 96.8% | 101.5% |
| Nonwhite Population | | | | | | | | |
| Males | | | | | | | | |
| 1950 Population | 563 | 464 | 382 | 386 | 257 | 459 | 383 | 252 |
| 1960 Population | 542 | 358 | 203 | 171 | 174 | 354 | 314 | 181 |
| % of 1950 Group present in 1960 | 96.3% | 77.2% | 53.1% | 44.3% | 67.7% | 77.1% | 82.0% | 71.8% |
| Females | | | | | | | | |
| 1950 Population | 535 | 526 | 404 | 323 | 302 | 448 | 394 | 274 |
| 1960 Population | 489 | 390 | 186 | 188 | 183 | 376 | 322 | 193 |
| % of 1950 Group present in 1960 | 91.4% | 74.1% | 46.0% | 58.2% | 60.6% | 83.9% | 81.7% | 70.4% |

Source: U. S. 1950 Census of Population - Characteristics of Population, Table 41, pp. 33-91.
U. S. 1960 Census of Population - General Population Characteristics.

population in the same age groups. This is a common feature of demographic statistics in southern states and is attributable to fewer job opportunities for unskilled workers, automation in agriculture, forest products, and food processing industries. Job discrimination still takes its toll and forces the nonwhite to seek employment elsewhere. During the past thirty years Negroes have migrated to industrial cities of the North and this trend is continuing.

Median Age

Another important characteristic of the population is the changing median age of people in Brunswick County. The median age is that age at which half the population is younger and half the population is older. An examination of the Census of Population for 1940, 1950 and 1960 presented in Table 2 shows that the median age for the white population is increasing while median age of the nonwhite population is decreasing.

TABLE 2
MEDIAN AGE

| | 1940 | | 1950 | | 1960 | |
|------------------|------|--------|------|--------|------|--------|
| | Male | Female | Male | Female | Male | Female |
| <u>White</u> | | | | | | |
| Brunswick County | 22.3 | 21.5 | 25.1 | 24.4 | 27.8 | 28.0 |
| <u>Nonwhite</u> | | | | | | |
| Brunswick County | 20.1 | 20.2 | 19.2 | 19.9 | 17.4 | 18.2 |

The increasing median age group of the white population offers additional proof of out-migration by young white males and females. At first glance it would appear that the nonwhite population is growing rapidly since the

median age of this group is approximately ten years under that of the white population. This, however, is not the case, because the percentage of nonwhites in the population is not increasing. One possible theory is that young non-white couples have larger families than whites of a comparable age group. Some of these nonwhite couples may also seek employment in northern cities leaving their children in the care of grandparents for certain periods of time.

The economic implications of outmigration are both important and costly. Lack of a young labor force poses a threat to the attraction of industry and increased industrial activity. The high cost of providing educational facilities for the youth of the county, only to see them leave upon reaching adulthood, is a poor investment for county taxpayers.

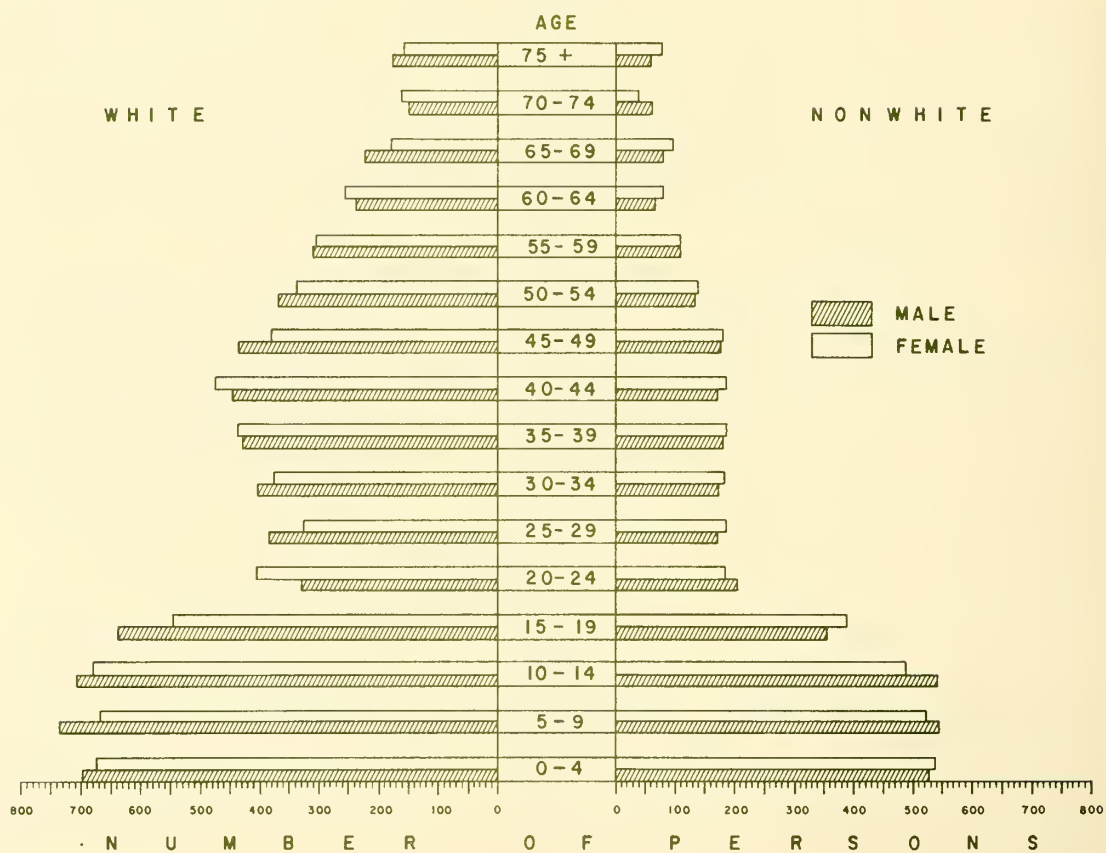
Future in-migration will most likely be by elderly people seeking retirement homes in Southport, the beach communities, and Boiling Spring Lakes. Under existing economic conditions, Brunswick County cannot expect to attract young families due to the shortage of job opportunities. The Brunswick County Resources Development Commission is working hard to attract industry, but it is somewhat hampered by virtue to the geographical location of Brunswick County and by lack of good highways and railroad lines. If young Brunswick County citizens continue to migrate, the Commission will be further hampered in its efforts to attract industry due to lack of a suitable work force.

Figure 1 provides a graphic representation of the 1960 population by five year age groups. The dip in population in the 15-24 year age groups is startlingly obvious, adding further support to the migration factors previously discussed.

POPULATION AGE GROUPS

BRUNSWICK COUNTY

1960



Educational Attainment

Educational attainment of the population is an important indicator of the present and future well-being of a community's economy. Increasing emphasis has been placed on educational attainment by industry in its search for a satisfactory labor force. The job market today is all but closed to people with less than a high school education. Automation is steadily reducing job opportunities for the unskilled and the uneducated.

The 1960 Census provides significant data on educational attainment in Brunswick County. The information presented in Table 3 shows median years of school completed by persons 25 years and older by race, in each township. The table shows that the median educational attainment of Brunswick County residents is only 7.4 years. This is considerably lower than the average for the State of North Carolina - 8.9 years. Median educational attainment for the white population in 1960 was 8.0 years as compared to the State median of 9.8 years. Negro attainment of 7.0 years was the same as the State median in 1960.



TABLE 3
MEDIAN SCHOOL YEARS COMPLETED

| | | <u>Median School Years Completed</u> |
|-----------------------------|----------|--|
| Lockwoods Folly Township | White | 7.4 |
| | Nonwhite | 7.0 |
| | Total | 7.2 |
| Northwest Township | White | 8.4 |
| | Nonwhite | 5.6 |
| | Total | 6.8 |
| Shallotte Township | White | 8.0 |
| | Nonwhite | 5.8 |
| | Total | 7.3 |
| Smithville Township | White | 10.5 |
| | Nonwhite | 7.3 |
| | Total | 9.3 |
| Town Creek Township | White | 8.2 |
| | Nonwhite | 6.4 |
| | Total | 7.7 |
| Waccamaw Township | White | 6.5 |
| | Nonwhite | 6.2 |
| | Total | 6.4 |
| Brunswick County | White | 8.0 |
| | Nonwhite | 7.0 |
| | Total | 7.4 |
| North Carolina | White | 9.8 |
| | Nonwhite | 7.0 |
| | Total | 8.9 |

There are wide variations in the educational attainment of Brunswick County residents. They range from a low of 5.8 years for nonwhites in Shallotte township to a high of 10.5 years for whites in Smithville Township. These statistics speak for themselves. A vocational training program coupled with an industrial development plan might be a great help to both the educational system and the economy. It is not the purpose of this study to exhort the population to strive to upgrade the level of education in Brunswick County, but the need to do so is of paramount importance.

Tables 4 and 5 are presented to show the educational status of children recently enrolled in Brunswick County schools. Table 4 compares fifth grade enrollment with 12th grade enrollment seven years later to determine the percentage of fifth grade students graduating from high school. The table compares 1960 graduates and 1967 graduates of Brunswick County Schools with all North Carolina high school graduates in 1960 and 1967. This table reveals that Brunswick County is about average in its relation to all North Carolina school units, but it should be noted that many city school units have a much higher retention figure than county units.

It should also be pointed out that North Carolina is below the national average in the number of graduates per 1,000, comparing 5th grade students to high school graduates seven years later.

A follow-up survey of high school graduates is prepared annually by the Department of Public Instruction. The Brunswick County section of this survey for 1967 is shown in Table 5.

TABLE 4
PERCENTAGE OF STUDENTS GRADUATING
FROM HIGH SCHOOL

| School Unit | Enrollment 5th Grade 1952-1953 | High School Graduates 1960 | Losses | Percent Graduated | Percent Lost |
|---------------------|--------------------------------------|----------------------------------|--------|----------------------|-----------------|
| Brunswick County | 515 | 256 | 259 | 49.7 | 50.3 |
| North Carolina | 90,836 | 45,291 | 45,545 | 49.9 | 50.1 |

| School Unit | Enrollment 5th Grade 1959-1960 | High School Graduates 1967 | Losses | Percent Graduated | Percent Lost |
|---------------------|--------------------------------------|----------------------------------|--------|----------------------|-----------------|
| Brunswick County | 534 | 336 | 198 | 62.9 | 37.1 |
| North Carolina | 104,634 | 65,009 | 39,625 | 62.1 | 37.9 |

TABLE 5
FOLLOW-UP SURVEY - HIGH SCHOOL GRADUATES
BRUNSWICK COUNTY, 1967

| | | |
|---|-----|------|
| Number of graduates | 336 | |
| Enrolled in Senior Colleges | 53 | |
| Percent | | 15.8 |
| Enrolled in Junior Colleges | 24 | |
| Percent | | 7.1 |
| Enrolled in Trade, Business, and Nursing Schools | 51 | |
| Percent | | 15.2 |
| Entered military service | 25 | |
| Percent | | 7.4 |
| Gainfully Employed | 135 | |
| Percent | | 40.2 |
| All Others | 48 | |
| Percent | | 14.3 |

The Future Population

The population forecast is an important element of the planning process. There are so many variables affecting population growth or regression that long-range forecasts are very tentative figures indeed. Obviously, conditions that might occur in a 5-10 year period are more foreseeable than conditions that might occur over a twenty-five year period. This report presents estimates of the county population on a township basis to the year 1985. It also examines economic potentials and adjusts population projections based on the presence or lack of potential.

Several methods of projecting the future population of Brunswick County are utilized in order to present the reader with high and low estimates. The basis for projecting is basically that of examining previous growth rates and mathematically projecting the past trends into the future. Additional factors considered are migration computation, school enrollment, live births, and mortality statistics. Mathematical analyses do not allow for sudden changes created by "instant" industrial development or rapid changes in land uses - e.g. rapid development of previously deserted shoreline areas.

The following table presents projected population figures utilizing three methods.

TABLE 6
POPULATION PROJECTIONS - BRUNSWICK COUNTY

| | 1950 ⁽²⁾ | 1960 ⁽²⁾ | 1965 ⁽³⁾ | 1970 | 1980 | 1985 |
|-----------------------------|---------------------|---------------------|---------------------|--|--|--|
| Lockwoods Folly Township | 3,839 | 4,289 | 4,513 | 4,875 (4) 4,937 (5) 4,940 (6) | 5,455 (4) 5,612 (5) 5,850 (6) | 5,710 (4) 5,925 (5) 6,366 (6) |
| Northwest Township | 2,402 | 2,168 | 2,050 | 1,981 (4) 2,006 (5) 2,007 (6) | 1,795 (4) 1,847 (5) 1,925 (6) | 1,703 (4) 1,767 (5) 1,899 (6) |
| Shallotte Township | 3,783 | 4,210 | 4,410 | 4,723 (4) 4,783 (5) 4,785 (6) | 5,245 (4) 5,396 (5) 5,625 (6) | 5,470 (4) 5,676 (5) 6,099 (6) |
| Smithville Township | 2,873 | 3,355 | 3,582 | 3,939 (4) 3,990 (5) 3,991 (6) | 4,592 (4) 4,724 (5) 4,925 (6) | 4,942 (4) 5,128 (5) 5,511 (6) |
| Town Creek Township | 4,131 | 4,363 | 4,430 | 4,636 (4) 4,695 (5) 4,697 (6) | 4,849 (4) 4,988 (5) 5,200 (6) | 4,894 (4) 5,078 (5) 5,457 (6) |
| Waccamaw Township | 2,210 | 1,892 | 1,718 | 1,611 (4) 1,631 (5) 1,632 (6) | 1,376 (4) 1,415 (5) 1,475 (6) | 1,272 (4) 1,319 (5) 1,418 (6) |
| Brunswick County | 19,238 | 20,278 | 20,703 | 21,765 (4) 22,042 (5) 22,052 (6) | 23,312 (4) 23,982 (5) 25,000 (6) | 23,991 (4) 24,893 (5) 26,750 (6) |

(1) Census of Population, 1950.
(2) Census of Population, 1960.
(3) See Note A.

(4) See Note B.
(5) See Note C.
(6) See Note D.

NOTES TO TABLE 6

- Note A. Population estimates for 1965 by C. Horace Hamilton, Estimates of the Population of North Carolina as of July 1, 1965. Methodology:
(1) Component method II. This method measures the net result of the forces affecting population change; namely, natural increase and migration. Migration is estimated on the basis of a comparison of actual with expected school enrollment. (2) Ratio Projection method developed by Hamilton and Perry.
- Note B. Arithmetic Projection Method - This method asserts that a given numerical change in population from one point in time to another as exhibited in the past is the best means of extrapolating a future population trend.
- Note C. Geometric Projection Method - This method asserts that a given percentage change in population from one point in time to another as exhibited in the past is the best indicator of the future trend in population.
- Note D. Ratio Projection Method - This method bases the small-area population projection on that of a relatively larger territorial unit which contains the smaller area in question. The assumption here is that a projection for the larger unit can be made more accurately than for the smaller, since the cancelling or counterbalancing effect, acting to minimize extreme influence on any given variable, should be more pronounced as the size of the unit increases.

Adjustment of Mathematical Projections

Several variable factors complicate population projections for Brunswick County. They are presented below in question form - rather than as statements, because answers to the questions are not readily available.

1. Will the DuPont Plant under construction in Northwest Township spur population development in that area or will the plant have its greatest effect on New Hanover County?
2. Can sizeable industries be encouraged to locate in a sparsely populated county?
3. How will the termination of hostilities in Viet Nam affect employment levels at Sunny Point Terminal?
4. At what moment in time and population will out-migration from rural areas stop?
5. What would be the effect of hurricanes on the development of beach areas?

Township summaries of expected growth or regression are presented below based on consideration of the questions previously posed.

Lockwoods Folly Township

This township is bisected by U. S. 17 highway and N. C. 211. Much of the northern area of the township lies in Green Swamp and is heavily wooded. Woodlands are in large tract ownership. These two factors thus preclude residential growth in the area. South of Supply, farming activities can be expected to continue with the community of Supply providing basic services. The beach area - especially Holdens Beach, can anticipate future growth. A few industrial sites of small tracts may develop on U. S. 17. Based on current economic indicators of growth it would appear that an average of the various

population projections represent the anticipated growth.
Anticipated Population, 1985 = 6,000.

Northwest Township

Northwest Township possesses industrial development potential due to the presence of major highways, railways, and water access to barge traffic on the Cape Fear River. Residential development in the Leland Community will occur due to the presence of DuPont in the vicinity. Any additional development would further enhance population potential. However, it should be noted that industrial sites in Northwest Township are equally accessible from Wilmington. It is believed that population increases in Northwest Township will be inhibited due to the benefits and facilities to be derived from living in the urban area of Wilmington. Since the DuPont facility was constructed after 1960 and its effects are not reflected in the 1960 census it is believed that the population decline will not be as severe as those figures reflected in Table 6.

Anticipated Population 1985 = 2,000.

Shallotte Township

The development of the Town of Shallotte as a retail trade center has contributed to the growth of the township. Beach areas will continue to develop. Based on past trends and the possibility of some industrial development, an average of the population projections contained in Table 6 would seem to reflect the expected growth of the township. Anticipated Population, 1985 = 5,750.

Smithville Township

Projections for Smithville Township are highly speculative in that the future of commercial fisheries, Sunny Point Terminal, beach communities, and Boiling Spring

Lakes will determine the future population of this township. The potential development of Oak Island communities and Boiling Spring Lakes would probably offset declines that might result from any future curtailment of activities at Sunny Point. Large tracts have been reserved in Boiling Spring Lakes for industrial development. A railroad spur to the area is feasible and unlimited water is available. The community is incorporated, streets and lots are platted, 60 miles of streets have already been laid out. A critical factor inhibiting industrial development in this location is the lack of a trained work force. A well established industry might conceivably locate here bringing key personnel who could locate in the attractive residential areas already laid out. Thus, the potential for rapid growth is present in Boiling Spring Lakes. Realization of the potential may take place soon - or in the distant future. Southport has experienced a very modest rate of growth since 1900, but the 1950-1960 growth rate of 16.4 percent (see Table 1) indicates a faster rate of growth in recent years. Yaupon and Long Beach are continuing to develop as vacation and retirement areas. Land development companies in the beach areas are pursuing a vigorous promotional program. In summation, population "prospects" are good for Smithville Township. Therefore, the "high" estimate shown in Table 6 will be used as the most accurate indicator. Anticipated Population, 1985 = 5,500.

Waccamaw Township

This township is agricultural in character. Forestry and farming constitute the principal occupations and there are no incorporated towns in the township. Development potential is very limited. Out-migration has been high in recent years due to lack of opportunity and increasing automation in agriculture and forestry. Population projections in Table 6 indicate a continued decline. If these

projections can be relied on, the township population in 1985 will approximate the 1900 population. Obviously, the migration from rural areas such as Waccamaw will level out at some future date due to the demand for labor. For this reason the "high" projection in Table 6 is considered to be the most accurate indicator of future population. Anticipated Population, 1985 = 1,400.

Town Creek Township

Town Creek is the largest township in Brunswick County and historically, has always had the highest population of all townships in Brunswick County. While there are several communities in the township, there are no incorporated towns with the exception of parts of Boiling Spring Lakes. All the primary roads in the county pass through Town Creek Township with the exception of N. C. 211 and N. C. 130. A military owned railroad line runs through the township to Sunny Point Terminal. Industrial potential is present due to the presence of major highways and the railroad line. Previous growth rates have fluctuated radically from a net loss of 8.1 percent between 1930 and 1940 to a net gain of 33.2 percent between 1940 and 1950. The latter gain is rather obviously attributable to the war years and defense activities in the Wilmington area. On the basis of industrial potential along U. S. 117 and N. C. 87 coupled with the location of DuPont in adjacent Northwest Township the "high" projection from Table 6 is considered to be the most accurate indicator. Anticipated Population, 1985 = 5,450.

County Summary

Based on mathematical projections and modified by analyses of intangibles discussed in the preceding paragraphs, Brunswick County may expect to have a population

of approximately 26,000 by 1985. Anticipated township populations are summarized below in Table 7.

TABLE 7
POPULATION PROJECTIONS
BRUNSWICK COUNTY - 1960-1985

| <u>Township</u> | <u>Estimated 1965 Population</u> | <u>Projected 1985 Population</u> |
|----------------------------|--------------------------------------|--------------------------------------|
| Lockwood Folly Township | 4,513 | 6,000 |
| Northwest Township | 2,050 | 2,000 |
| Shallotte Township | 4,410 | 5,750 |
| Smithville Township | 3,582 | 5,500 |
| Waccamaw Township | 4,430 | 1,400 |
| Town Creek Township | <u>1,718</u> | <u>5,450</u> |
| Total | 20,703 | 26,100 |

Future Population of Southport

A housing count made in April 1968 by the Division of Community Planning shows that there are 708 occupied dwelling units in the City of Southport. Using the 1960 Census of Housing occupancy rate of 3.3 persons per household, this would indicate a 1968 population of 2,336, an annual average population growth of approximately 47 persons or 470 projected for the decade 1960-1970. The increasing attraction of Southport as a home for retired people coupled with the growth of employment at Sunny Point is responsible for this increase. Industrial activity is very limited. Future industrial growth prospects are limited due to the isolated nature of the city. Massive

industrial development could conceivably take place if sufficient venture capital were to be made available for development of the natural harbor as a major port. Population projections for the City of Southport are of necessity rather tentative, due to the uncertainty of the future economic factors that may affect the area. However, by applying the estimated 1968 population to arithmetic projection techniques, the following projections have been computed for the City of Southport to the year 1985:

| <u>1960</u> | <u>1970</u> | <u>1980</u> | <u>1985</u> |
|-------------|-------------|-------------|-------------|
| 2,034 | 2,504 | 2,787 | 2,960 |

PHASE I
PART II
ECONOMY



ECONOMY

The economy of Brunswick County can be classified into seven major categories. They are:

Agriculture
Forestry
Fisheries
Industry
Trade
Government
Services

Each of these segments of the economy are discussed in this section of the report and provide the reader with a knowledge of those factors in the county that provide job opportunities and contribute to the tax base. The future economic well-being of Brunswick County will influence the future population and shape the destiny of the county.

Agriculture

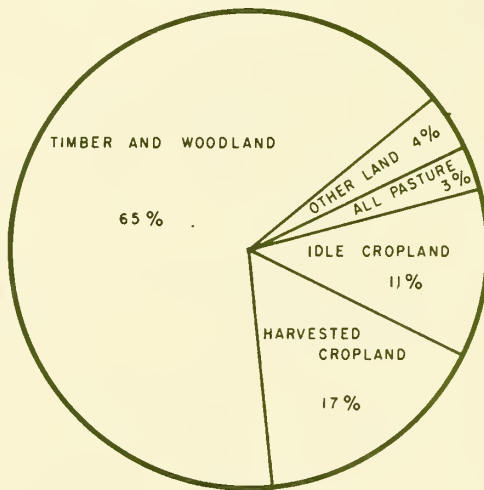
Brunswick County contains a land area of approximately 558,300 acres making it one of the largest counties in North Carolina. Of this figure, approximately 138,570 acres is in farms. However, over 96,000 acres of land in farms is in timber and woodland. A more descriptive pattern of farm land uses is shown in Figure 3.

According to the Census of Agriculture, 1964, there are 1,238 farms in Brunswick County and the average farm comprises 80.9 acres. In 1964, 971 of these farms were under 100 acres, (587 farms were between 10 and 49 acres) while only 267 farms contained more than 100 acres.

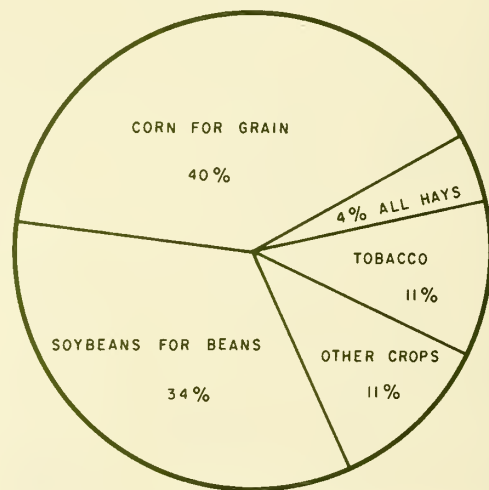
The majority of these farms are classified as tobacco farms and the total value of farm products produced in the county in 1964 was \$4,694,958.

**FARMLAND USAGE
BRUNSWICK COUNTY, 1967
(FIGURE 2)**

**UTILIZATION OF ALL LAND
IN FARMS**



**PERCENT OF TOTAL CROPS
HARVESTED**



Source: TARGET 2, Long-Range Plan for Progress, New Brunswick County, North Carolina, State University Agricultural Extension Service.

A comparison of agricultural statistics between 1964 and 1959 provides an accurate barometer of the health of the agricultural economy. It can be readily noted from a study of Table 8 that some aspects of Brunswick County's agricultural economy are in a state of decline. The figures are comparable to many areas of North Carolina and reflect the recognized inefficiencies inherent in small farms - for many years the backbone of North Carolina's economy.

TABLE 8
A COMPARISON OF AGRICULTURAL STATISTICS
BRUNSWICK COUNTY - 1959-1964

| ITEM OF COMPARISON | 1959 | 1964 |
|--|--------------|--------------|
| Proportion of land in farms | 20.7% | 17.9% |
| Total number of farms | 1,605 | 1,238 |
| Average size of farms | 71.9 acres | 80.9 acres |
| Average value of land and buildings per farm | \$8,838 | \$15,116 |
| Average value of all farm products sold per farm | \$2,469 | \$3,792 |
| Average age of farm operators | 49.9 years | 50.8 years |
| Cropland harvested | 26,817 acres | 19,009 acres |

Source: United States Census of Agriculture, 1964.

A summary of statistical data contained in Table 8 reveals:

1. The total number of farms is decreasing
2. Harvested cropland acreage is decreasing
3. The average age of farm operators is high
4. The size of the average farm is increasing

5. Value of farm products per farm is increasing
6. Average capital invested per farm is increasing

These statements are somewhat distressing on the surface, but a closer examination of statistics reveals that changes in the agricultural economy are forcing the marginal farmer out of business, and increasing the efficiency of remaining farmers who work larger tracts accommodating labor saving machinery, and increasing the value of crop yield per acre. As previously noted in the section on population, rural townships are experiencing a decline in population, but at some future point this trend will level out. Unfortunately, there is no way to determine when this plateau will be reached. The employment picture for farm labor is bleak, but two assumptions can be made:

1. Future farm workers will need to be better educated from a vocational standpoint, in order to be entrusted with the operation and maintenance of expensive labor saving machinery.
2. Farm operators will experience a severe shortage of farm labor during harvest periods due to high out-migration of unskilled farm workers.

Effect of Agriculture on Southport

The City of Southport has never been an agricultural community. Its orientation has always been to the river and to the ocean. There are no large agricultural implement dealers in Southport, and bulk sales of fertilizer have not accounted for a significant share of Southport's retail economy. The future of the agricultural economy in Brunswick County will have only a minimal effect on the county seat. It is of interest to note that farm related governmental activities are not conducted from the seat of county government - an unusual departure from the norm among predominantly rural counties in North Carolina. The county extension agent maintains offices in Supply, while

the ASCS office and Soil Conservation Service are located in Shallotte.

Forestry

Commercial forests in Brunswick County account for 461,200 acres of all land in the county. This amounts to 82.6 percent of the total county acreage. According to the USDA Forest Service, Southeast Experiment Station, 449,600 acres is privately owned, while 11,600 acres are publicly held lands. Approximately 216,000 acres of forest land is owned by forest products industries in Brunswick County. This latter acreage can be broken down into the following types of industry usage:

| | |
|--------------------|-----------------|
| Pulp and paper | - 216,000 acres |
| Lumber | - 13,100 acres |
| Miscellaneous uses | - 1,300 acres |

The majority of this forested land is in Green Swamp, a huge low-lying tract of land in the central portion of the county. This land has been crisscrossed with fire breaks, drainage canals, and logging trails in order to create commercial forestation possible. Much of this land is of little agricultural significance and forestry provides the best possible land use.

The enormity of forestry activities in the county can be readily determined by an examination of Table 9, extracted from material furnished by the Division of Forestry, N. C. Department of Conservation and Development. The table shows forest products drain on Brunswick County woodlands in 1964.

Forestry provides a livelihood for many Brunswick residents. The exact number is difficult to determine due to the fact that many are self-employed loggers, some are self-employed farmers, and many Brunswick County residents are employed in forest products industries in Columbus County. In summation, forestry and forest products

constitute an important segment of the economy, provides employment for hundreds of residents, and accounts for a major land use activity.

TABLE 9
FOREST PRODUCTS DRAIN, BRUNSWICK COUNTY, 1964

| Type | | Thousands of Board Feet |
|----------------------------|----------------|-------------------------|
| Saw Timber | Yellow Pine | 5,438 |
| | Other softwood | 130 |
| | Soft hardwood | 192 |
| Veneer | Soft hardwood | 2,082 |
| Cooperage and Dimension | Soft hardwood | 916 |
| | Hard hardwood | 627 |
| Pulpwood | Pine | 81,857 cords |
| | Hardwood | 10,781 cords |

Effect of Forestry on Southport

While forestry is important to the County, its effects are not felt in Southport. Southport could serve as a shipping point by barge for forest products leaving the county. However, most of the lumber and pulpwood is processed in Columbus County lessening the likelihood that Southport could function as a shipping point. The City should not seek to locate a pulpwood plant in the Southport area. Adverse effects from the odororous air pollution created by this type of industry would lessen the attraction for residential development and would adversely affect property values in the vicinity.

Fisheries

Coastal area residents of Brunswick County have always looked to the sea as a source of livelihood and profit. In recent years, the development of resort and retirement communities has diminished the impact of

commercial fishing upon the economy, but has contributed to the growth of sport fishing and affiliated services such as marinas, boat sales, repair, and maintenance. The fishing industry, however, is still an important part of the county's economy and provides employment for several hundred people. Recent fishing activity attributed to Brunswick County has been determined by maintaining records of fish landings in the county. The following tables shows fish landings in Brunswick County between 1960 and 1965.

TABLE 10
LANDINGS - BRUNSWICK COUNTY 1960-1965 (000 LBS)

| | | | | | | |
|---------------------|--------|--------|--------|--------|--------|--------|
| Fish Landings | 10,537 | 4,478 | 461 | 107 | 299 | 1,279 |
| Shellfish Landings* | 1,224 | 821 | 1,146 | 702 | 654 | 1,849 |
| Menhaden Landings | 34,959 | 51,650 | 31,983 | 20,102 | 53,108 | 31,872 |

*Includes shrimp.

Source: N. C. Commercial Fishing Statistics, 1960-1965, ECU Regional Development Institute.

In terms of the total poundage landed in North Carolina, Brunswick County is among the leaders compared with other coastal counties. Table 11 shows the ranking of Brunswick County in fish landings among North Carolina coastal counties between 1960 and 1965.

TABLE 11
FISH LANDINGS - BRUNSWICK COUNTY 1960-1965
RELATIVE POSITION AMONG NORTH CAROLINA COUNTIES

| | 1960 | 1961 | 1962 | 1963 | 1964 | 1965 |
|------------------------|------|------|------|------|------|------|
| Fish landings | | | | | | |
| Total pounds | 1 | 4 | 10 | 14 | 13 | 6 |
| Shellfish landings | | | | | | |
| Total pounds | 5 | 6 | 5 | 6 | 7 | 5 |
| Menhaden fish landings | | | | | | |
| Total pounds | 2 | 2 | 2 | 2 | 2 | 2 |



The shrimp fleet and packing house at Southport is especially significant. Shrimp catches represent only two percent of total seafood production in North Carolina, but account for over 35 percent of the dollars received from edible resources.

Brunswick County is also the State's largest oyster producer accounting for 36 percent of the State's production (State production: 45 bushels) during 1967. Extensive research activities in oyster production are being conducted by the Division of Commercial and Sports Fisheries, N. C. Department of Conservation and Development. The primary objective of this study involves the testing of many types of material as collectors of oyster spat. The



greatest hazard facing future oyster production is the pollution of rivers and coastal waters. The Division of Commercial and Sports Fisheries is working with the North Carolina Board of Health and the Department of Water and Air Resources to control pollution and to map polluted areas.

The Division of Sports and Commercial Fisheries, N. C. Department of Conservation and Development, recently appraised the status of the fisheries industry in North Carolina in the Spring, 1967 issue of North Carolina Fisheries Newsletter. This publication reported that North Carolina's opportunity lies in the promotion of three important economic functions - production, processing, and marketing. Most seafood specialists agree that North Carolina affords a potential market for more than its present production and yet, large percentages of our seafood are shipped to markets in New York, Baltimore, and Norfolk where it is processed, packaged and returned to retail outlets in North Carolina. North Carolina needs to produce more packaged, frozen seafood.

The modern housewife today is constantly demanding more convenient processed foods and there is growing acceptance of processed, frozen seafood. Brunswick County could well support such a processing plant. It appears that if the North Carolina seafood industry does not modernize itself in the near future, the market and the opportunity will go to other states through default.

Effect of Fisheries on Southport

The fisheries industry has an important role in the economy of Southport. Several large shrimp boats and other fishing vessels operate out of Southport. Sport fishing is provided by a fleet of charter boats which convert to commercial fishing activities during the winter months. A shrimp packing house and a crabmeat plant provide additional employment to Southport residents. Energetic efforts

have been made by the local Industrial Resources Commission to locate additional processing plants in the city.

A fish processing plant would provide additional employment and assure local fishermen of a steady demand for their catch. The colorful (although somewhat decrepit) old boat harbor could easily accommodate additional vessels if a processing plant could be located. Riverfront land is available for processing plant sites.

Industry

Brunswick County is essentially a rural county and due to its geographical location is somewhat out of the main stream of industrial activity. The prosperous Piedmont Crescent area continues to attract a large segment of new industries in North Carolina due to its accessibility, highway network and labor force. The Coastal area has not been as fortunate. New Hanover County has attracted major industries due primarily to its port location, but surrounding counties including Brunswick do not have the necessary attractants. Until 1967 Brunswick County industries consisted of small numbers of fertilizer plants, ready-mix concrete plants, boat construction and repair and other small plants.

There are three industrial sites in the immediate vicinity of Southport. There is an eleven acre industrial site adjacent to the Southport Boat Harbor. This site has access to both city water, and sewerage treatment facilities. Another 62 acre industrial site is located on North Carolina State Highway 211. This location is within 3,000 feet of piped water; however, no sewerage treatment facilities are available. The third site is located on the Cape Fear River and has approximately 500 acres. It is served by a six inch water line, but no waste disposal facilities are present. All of the industrial sites are served by good highways; however, no main rail lines or

spur tracks are available. None of the above mentioned sites are under option.

A comparison of manufacturing establishments shown in the U. S. Census of Manufacturing for 1954, 1958 and 1963 actually shows a net loss in manufacturing plants in Brunswick County over the ten year period. However, this loss has been compensated for, due to an increase in the number of employees working in these plants, and a significant increase in the value added by manufacture over the ten year period.

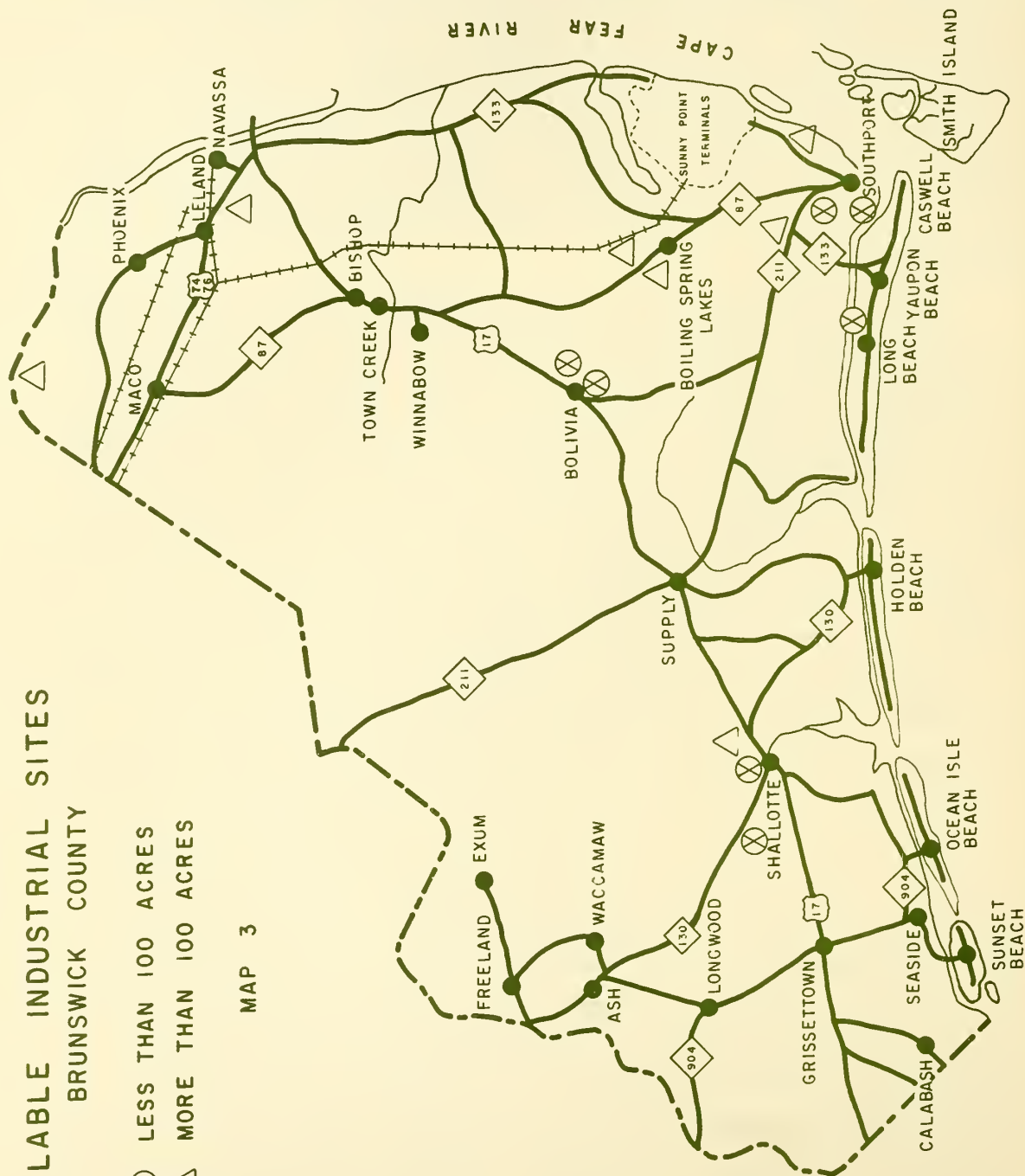
The construction of a large DuPont Plant in Northwest Township beginning in 1967 sharply changes the industrial outlook for Brunswick County. This polyester fiber plant will ultimately employ 450-500 people and add immeasurably to job opportunities in the County. Its effect will also be felt in neighboring New Hanover and Columbus counties. Wage scales at DuPont plants in North Carolina are generally above the prevailing wage rates paid by other industries for comparative work. The proposed construction of a nuclear generating plant in the County by Carolina Power and Light Company will further improve the industrial economy. Construction will place demands on the building trades and construction industry for approximately two years and will require the services of several hundred workers. Full-time operations of the completed facility will also provide work opportunity for 75-100 people.

The Brunswick County Resources Development Commission maintains a full-time director to assist prospective industries in site location for new and expanded operations. This Commission maintains a list of industrial sites of varying sizes. These sites are shown in generalized form on Map 3. As previously noted, however, Brunswick County's industrial development efforts are hampered by virtue of geographical location and lack of an educated, available work force. It should be kept in mind that North Carolina

AVAILABLE INDUSTRIAL SITES BRUNSWICK COUNTY

- ⊗ LESS THAN 100 ACRES
- △ MORE THAN 100 ACRES

MAP 3



residents in rural areas will readily commute up to 25 miles (one way) to industrial jobs. Therefore, industries contemplating plant construction in Brunswick County can anticipate drawing labor forces from New Hanover and Columbus Counties in North Carolina, and from Horry County, South Carolina.

Effect of Industry on Southport

It is presumptuous to speculate on future industrial activities in the immediate vicinity of Southport. There is little in the way of industry in the city and industrial employment is probably less than 100. As previously noted, Southport has the advantage of a deep water natural harbor and therefore possesses a tremendous potential for industries utilizing deep water transportation. It must be recognized that the port of Wilmington, with its tremendous investment in port facilities, both private and governmental, would compete vigorously for future port oriented industrial plants. As previously noted, seafood processing plants could be beneficially located in the Southport area. The majority of industrial prospects could not afford to locate in this area due to its relatively isolated geographical location.

Retail and Wholesale Trade

The 1963 Census of Business shows that considerable gains were made in retail and wholesale trade between 1958 and 1963. Selected data from the census are shown below in Table 12. Retail trade growth has been much greater than that of the State of North Carolina which experienced gains of 29.7 percent between 1958 and 1963. Wholesale trade growth has not been as high as the State average of 38.9 percent. The spectacular increase in retail trade sales over a five year period is due to several factors,

the two most important being: increase in disposable income and, increase in building activity. Increases in disposable income have been brought about by improved job opportunities, but more important, the higher paying jobs creating more disposable income, and ultimately more retail trade sales, as a reflection of the inflationary aspects of our economy. A more realistic measure of retail trade gains would be accomplished if inflationary factors were taken into account. According to the Census of Business, building materials are classified as retail trade. Construction of the many beach homes and cottages utilizing building supplies purchased in Southport, Shallotte, and Supply account in large measure for the increase in retail sales. In summation, the comparison of retail trade statistics should be viewed in the light of these considerations.

The two principal retail trade centers in the county are Southport and Shallotte. The retail trade areas of these communities are rather small due to the presence of Wilmington which offers a greater variety of merchandise and competitive outlets. Other retail outlets are located at Long Beach, Yaupon Beach, Bolivia, and Supply. Some expansion of these facilities can be expected as population increases create more demand for local retail outlets.

TABLE 12
RETAIL AND WHOLESALE TRADE
BRUNSWICK COUNTY - 1958-1963

| | <u>1958</u> | <u>1963</u> | <u>Percent Increase</u> |
|-----------------|-------------|-------------|-------------------------|
| Retail Trade | | | |
| Sales (\$1,000) | \$7,837 | \$13,003 | +65.9% |
| Wholesale Trade | | | |
| Sales (\$1,000) | \$2,945 | \$3,400 | +15.4% |

Effect of Retail and Wholesale Trade on Southport

Low population densities are primarily responsible for the lack of growth of a substantial, competitive business district in Southport. The "central" business district comprises less than two blocks in the center of the city, while scattered commercial activities are located along Howe Street. Southport will have to rely on its own population growth to support and expand retail trade activities. Long Beach and Yaupon Beach are fast growing communities only a few miles from Southport, but commercial activities in these towns are already competing with Southport's merchants for retail trade.

Government

The annual Labor Area Work Force Report for Brunswick County prepared by the N. C. Employment Security Commission shows that approximately 985 persons are employed by various governmental units. Incorporated towns and agencies of Brunswick County account for some of these positions. A smaller number are employed by various State agencies such as the Highway Commission, Ports Authority, Conservation and Development, etc. A large number of governmental workers, approximately 225, are currently employed by the Military Ocean Terminal, Sunny Point. In addition to governmental employees, the Ocean Terminal also contracts with a stevedoring company for work gangs to load oceangoing ships at dockside. This terminal normally works from 15 to 20 gangs per day and a work gang usually consists of 20 men. Thus, in periods of high activity, the Military Ocean Terminal is a source of employment for over 600 people.

Effect of Governmental Activities on Southport

Government is "big business" in Southport! The largest number are employed by the Military Ocean Terminal, Sunny Point, either on Civil Service status, or on a contract basis. The two schools in Southport provide employment for teachers, administrators, and service personnel. Other governmental workers are employed in the various agencies of city and county government. With the exception of stevedoring gangs, this segment of the population is employed on a year-round basis (teachers, 9 months), and insure the presence of a stable economic group earning salaries higher than the county average.

Services (Includes motels, recreation, personal services, business services)

Service activity registered a gain of 133 percent in Brunswick County between 1958 and 1963 according to the Census of Business, 1963. The service segment is the fastest growing sector of our economy nationwide. Brunswick County's gain is three times larger than the State average for the same five year period. This exceptional gain is partially attributable to the rapidly increasing number of motels and tourist facilities in the coastal sections of the county. Increased leisure time contributes to gains registered by Brunswick County. Much of the money spent on services comes from out of county and out of State residents and is deposited at motels, restaurants, and other vacation oriented facilities. Continued growth can be anticipated in this sector of the economy.

Effect on Southport

Numerous professional, personal, and business services are located in Southport. These include, among others, attorneys, doctors, realtors, accountants, beauticians,

automobile repair, motels, and others. Most of the people offering professional services live in Southport and contribute significantly to the economy of the City. The rising influx of tourists opens new vistas to the service segment of the economy. Motels, restaurants, gift shops, and other activities oriented to the tourist can anticipate gains in the years ahead. Local tourist attractions including Brunswick Town and Orton Plantation are experiencing increased traffic due to the Southport-Fort Fisher ferry service. Since most of this traffic is routed through Southport, the enterprising businessman can capitalize on the increased traffic. Care should be taken to encourage the type of service and business activities that will add to, rather than detract from, the considerable attributes and atmosphere of Southport.

Labor Force

The N. C. Employment Security Commission sent an Employment Service Mobile Team to Brunswick County in 1967 at the request of the Board of County Commissioners. This team conducted extensive interviews and prepared a survey of the work force. The coordination of economic facts and manpower information was consolidated and published as a Manpower Resource Report. Highlights of this report are available from the Resources Development Commission for Brunswick County. Copies of the full report may be obtained from the Employment Security Commission, Raleigh, N. C. The wealth of material available from these sources make it unnecessary to include all these data in this study.

One significant facet of the labor force not covered in the Manpower Resource Report highlights is the commuting pattern of Brunswick County workers. A study of commuting patterns based on 1960 census data was made by the Division of Community Planning, N. C. Department of

Conservation and Development in 1965. This study showed that 22 percent of the total county employment commuted out of the county. An analysis of commuting patterns for Brunswick County is presented in Table 13. This table shows a very high out-commutation to New Hanover County. This trend may well be reversed in 1968 due to New Hanover workers commuting to the DuPont plant in Brunswick County.

TABLE 13
COMMUTING PATTERNS
BRUNSWICK COUNTY, 1960

| Counties in Mobility Pattern | Went out of County to Work | Came into County to Work |
|---------------------------------|-------------------------------|-----------------------------|
| Bladen County | -- | 21 |
| Columbus County | 131 | 69 |
| Cumberland County | 4 | -- |
| Duplin County | 4 | -- |
| Horry County, S. C. | 91 | 28 |
| New Hanover County | 885 | 371 |
| Onslow County | 24 | -- |
| Pender County | 8 | 12 |
| Elsewhere | <u>160</u> | <u>--</u> |
| Sub-totals | out- commuting 1,307 | in- commuting 501 |

Net loss - 806 workers

A comparison of the county labor force of 1966 with that of 1967 shows that total employment has climbed almost 9 percent over the twelve month period and that the unemployment rate has declined from 7.7 percent in 1966 to 5.8 percent. Table 14 provides a summary of Brunswick County's labor force for the years 1966 and 1967.

TABLE 14
LABOR FORCE SUMMARY
BRUNSWICK COUNTY, 1966-1967

| Activity | Annual 1966 | Average 1967 | % Change 1966-1967 |
|--|----------------|-----------------|-----------------------|
| 1. Work Force | 4,490 | 4,795 | +6.8 |
| 2. Total Employment | 4,145 | 4,515 | +8.9 |
| A. Nonagricultural wage and salary employment | 2,475 | 2,970 | +20.0 |
| B. All other nonagricultural employment | 580 | 520 | -10.3 |
| C. Agriculture | 1,090 | 1,025 | -6.0 |
| 3. Total Unemployment | 345 | 280 | -- |
| 4. Unemployment Rate - Percent of Work Force | 7.7 | 5.8 | -- |

Source: N. C. Employment Security Commission.

In summary, the labor force statistics, especially those pertaining to commuting patterns, indicate that there are many residents of Brunswick County and Southport who commute considerable distances from their homes to jobs in other areas. It is assumed that most of these people would prefer to work closer to their homes. Therefore, the available work force for prospective industries should include a substantial percentage of those currently commuting.

Income

Per capita income is perhaps the most depressing indicator of Brunswick County's economy. Per capita personal income in the county rose from \$466 to \$1,021 between 1949 and 1962, but the latter figure is considerably below the State average per capita income of \$1,732. Per capita income in North Carolina is far below

the national average. Among the States, North Carolina ranked 42nd in 1964 and 44th in 1965.¹ The Coastal Plains counties and mountain counties are the lowest in per capita income in the State, reflecting low levels of urbanization and small number of manufacturing firms.

Effective buying income per household in 1965 has been estimated at \$5,068 for Brunswick County. This figure compares with a North Carolina estimate of \$6,848 and a United States average of \$7,989.¹

Efforts to raise per capita and family income are being made by the Brunswick County Resource Development Commission, Southeastern Economic Development Commission (10 counties), and the Coastal Plains Development Commission (45 counties). These efforts are of necessity, long-range programs based on the attraction of industry, vocational education, and upgrading educational attainment levels.

¹Lonsdale, Richard E., PHD, North Carolina Report, First Union National Bank of North Carolina.

SUMMARY

Population

- Brunswick County has experienced population growth from 12,657 in 1900 to 20,278 in 1960.
- In 1965 the population of Brunswick County was estimated to be 20,703.
- Brunswick County may anticipate a population of approximately 26,000 by 1985.
- The City of Southport has an estimated 1968 population of 2,336.
- Southport may anticipate a population of 2,960 by 1985.
- Brunswick County is experiencing out-migration of its young adults.
- Median age of the population is rising: the median age of white male residents has risen from 22.3 years in 1940 to 27.8 years in 1960. However, median age of nonwhite males has declined from 20.1 years in 1940 to 18.2 years in 1960.
- Median educational attainment for Brunswick County residents over 25 years of age was only 7.4 years in 1960. There is a wide range in the educational attainment of whites and nonwhites.
- Brunswick County experienced a school drop-out rate of 37.1 percent between 1960 and 1967.

Economy

Agriculture

- Total number of farms is decreasing
- Harvested cropland acreage is decreasing
- Average age of farm operators is high (50.8 years)
- Size of the average farm is increasing
- Average capital invested per farm is increasing

- Agriculture has a minimal effect on Southport

Forestry

- 82.6 percent of total county acreage is in commercial forests.
- Majority of forest land is owned by pulp and paper industry.
- Effect of forestry on Southport is minimal.

Fisheries

- Brunswick County is one of the top fishing counties in terms of total poundage. Shellfish landings including shrimp are valuable assets to county economy.
- More processing plants are needed to assure ready market for catches, and to keep the county (and state) more competitive in the market for convenience, packaged frozen seafood.
- Commercial and sport fishing is an important sector of the economy of Southport.

Industry

- Brunswick County is poorly located for massive industrialization.
- Lack of major highways and railroads in most of the county adversely affect industrial development efforts.
- Efforts in industrial development should be concentrated in areas along major highways and particularly in northeast section of county.
- Natural harbor of Southport offers long-range promise of massive port development if sufficient venture capital is available.

Trade

- Retail trade areas are small due to influence of Wilmington as a regional trade center.

- Small retail centers will continue to develop in areas of rapid growth such as Long Beach and Yaupon Beach.
- Southport retail trade development will be tied to anticipated population growth in the city.

Government

- Government employment is a significant contributor to the economy, providing stable employment for approximately 1,000 persons.
- Military Ocean Terminal, Sunny Point, is a source of employment for approximately 600 persons.

Services

- Personal and business services, motels, recreation, and other service activities represent the fastest growing sector of Brunswick County's economy. Service activity registered a gain of 133 percent between 1958 and 1963.
- Much of this gain is due to the increase in motels, tourist courts, and other recreation oriented activities along the coast.
- Southport will continue to experience gains in the area of services. Tourism will continue to be important to Southport, materially assisted by ferry traffic.

Labor

- The labor force is continuing to increase.
- Unemployment is decreasing.
- Out-commutation is high. In 1960, 1,307 Brunswick County residents commuted to jobs in adjacent counties.
- DuPont plant employment will slow down out-commutation.

Income

- Per capita income is very low. In 1962, per capita income in Brunswick County was \$1,021 as compared with State average of \$1,732.
- Effective buying income per household in Brunswick County in 1965 is estimated to be \$5,068; North Carolina average - \$6,848; U. S. average - \$7,989.

RECOMMENDATIONS

- Industrial development should be promoted in Southport. New jobs will be needed to support the 600 new persons who will reside in the city by 1985.

- Vocational education programs are needed to help those who do not wish to attend college. A vocational training program could also be helpful in retraining those persons who are leaving the farms for industrial jobs. This type of program coupled with a vigorous industrial recruiting plan might help to stem the tide of out-migration of Southport's youth.

- The fishing industry should be promoted in Southport. New packing plants for shrimp and shellfish are needed. The new market for packaged seafood holds great promise for such industries in Southport. Sport fishing should also be promoted. With more and more leisure time Americans are becoming interested in such sport activities.

- Tourism could and should be promoted more in Southport. Local clubs and businessmen should help promote such tourist attractions as Boiling Springs Lake, Orton Plantation and Smith Island, for these attractions can help Southport significantly. New restaurants and motels should be openly recruited by the town. The historic homes located within the town should be preserved and shown to tourists, for they are prime examples of early Coastal Americana.

Thought should be given to the promotion of Smith Island as a major tourist attraction. The island has a fabulous historical background. Bald Head Lighthouse was built in 1796 and is still standing today. Pirates used the island as a base of operations and many ships were sunk off of its shores. The island possesses tropical

vegetation which is uncommon to North America. In short, it is quite conceivable that Smith Island could be developed into one of North Carolina's most outstanding tourist attractions.

PHASE II
LAND USE SURVEY AND ANALYSIS



INTRODUCTION

The Land Use Survey and Analysis is an essential study preparatory to the development of the Land Use Plan for Southport. The study takes stock of the Town as it exists today. The survey documents the previous physical growth and development of the Town, and attempts to analyze how this prior development serves the present day needs of the citizens. Through this analysis, the good points of the Town are revealed as well as mistakes which should be corrected or alleviated. This study provides valuable information for planning for the future of Southport.

GEOGRAPHICAL CONSIDERATIONS

Southport is located at the mouth of the Cape Fear River on the Southern Coast of North Carolina. The topography is generally flat, with few areas reaching an elevation of more than twenty feet above sea level.

The climate is moderate, with an average year-round temperature of sixty-four degrees - varying from an average of 47.7 in January to 70.9 in July.

Soil characteristics often dictate the type of urban development that can occur since some soils impede various types of urban development. Southport is fortunate in that the soils which are predominant do not present major problems to the developer. The three soils occurring in the Southport area are as follows:

Norfolk Sands

This soil consists of a light brown to brownish yellow fine sand to a depth of approximately six inches. Relief ranges from almost level to gently sloping. The soil is excellently drained because of its position and due to its open porous structure which allows rain water to penetrate very easily. The soil is suitable for septic tanks due to its porosity, but low filtering action may occur in the coarser sands.

Blanton Sands

This soil is a light gray to yellowish gray fine sand to a depth of five to seven inches. Owing to its relief and to the loose porous character of the sand, drainage is rapid and thorough. This soil is suitable for septic tanks due to its porosity, but like the Norfolk Sands low filtering action may occur in the coarser sands.

Tidal Marsh

Tidal marsh areas are level and subject to tidal overflow. Due to flooding and the excess of salt, none of the land is suitable for farming or urban uses. Tidal marsh is found in areas adjacent to the Cape Fear River and Intracoastal Waterway. The largest area of tidal marsh in Southport is in the vicinity of Doziers Creek. In the one mile area outside Southport's city limits, tidal marsh occupies an area to the east and west of Dutchman's Creek.

LAND USE ANALYSIS

LAND USE CLASSIFICATION

Map 1 illustrates the extent and pattern of urban development in the Southport Planning Area. As shown on the map, a detailed breakdown was used to identify the various uses of land within the area. The uses can be grouped under four major categories as follows:

Residential - All structures, including mobile homes, uses as places of residence.

Commercial - Includes establishments supplying commodities to the general public and those which supply services of a personal or intangible nature such as financial institutions, professional offices, repair shops and barber shops. Wholesale establishments were included with this category.

Industrial - Production or processing of materials.

Social, Cultural and Governmental - Includes educational, religious and recreational establishments and grounds. All lands and structures owned by governmental units are included (except streets).

Streets and Highways - In Southport only streets and roads which are open to the public have been included in this category.

LAND UTILIZATION WITHIN THE TOWN

The total area inside the corporate limits is approximately 1096 acres. Exact acreage devoted to various uses of the land is difficult to determine due to the lack of tax maps showing property lines. However, field surveys



EXISTING LAND USE
APRIL 1966
SOUTHPORT
NORTH CAROLINA

- | | | |
|--------------------|------------------------------|--------------------------------------|
| RESIDENTIAL | SOCIAL & CULTURAL | COMMERCIAL & INDUSTRIAL |
| □ RESIDENCE | ▨ EDUCATIONAL | ■ RETAIL TRADE AND BUSINESS SERVICES |
| ▨ MULTI-FAMILY | ▨ RELIGIOUS | ▨ PROFESSIONAL SERVICES |
| ▨ MOBILE HOME | ▨ RECREATIONAL | ▨ SERVICE STATIONS |
| ▨ VACANT HOUSE | ▨ GOVERNMENTAL | ■ WHOLESALE TRADE |
| | ▨ LODGES & CLUBS | ■ INDUSTRIAL |
| | | ▨ VACANT BUSINESS |



THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, UNDER THE PROVISIONS OF SECTION 101 OF THE HOUSING ACT OF 1954, AS AMENDED.

were made to estimate land use acreage by categories.
These estimates are presented in Table 1.

TABLE 1
LAND USE ACREAGE INSIDE CORPORATE LIMITS
SOUTHPORT, NORTH CAROLINA
APRIL 1968

| Land Use Category | Acreage | <u>Percent of Land Area</u> | |
|---|------------|-----------------------------|-------------|
| | | Developed | Total |
| Residential | 200 | 51.7 | 18.2 |
| Commercial | | | |
| Retail, wholesale, and services | 11 | 2.8 | 1.0 |
| Industrial | 2 | 0.5 | 0.2 |
| Streets and Highways (average 60' R.O.W. for streets) | 125 | 32.3 | 11.4 |
| Social, Cultural and Governmental | | | |
| Religious (includes cemeteries and churches | 20 | 5.2 | 1.8 |
| Government (city, state, federal) | 15 | 3.9 | 1.4 |
| Parks and other recrea- tion (excluding schools) | 2 | 0.5 | 0.2 |
| Educational (including playing fields | 10 | 2.6 | 0.9 |
| Lodges and clubs | <u>2</u> | <u>0.5</u> | <u>0.2</u> |
| Total Land in Use | 387 | 100.0 | 35.3 |
| Vacant, buildable land | 504 | | 46.0 |
| Swamp, water, land subject to flooding | <u>205</u> | | <u>18.7</u> |
| Total Acreage | 1096 | | 100.0 |

Residential Land Use

Residential development within the corporate limits of Southport accounts for 48.7 percent of the developed land area and is the largest single use of land. The density of housing (dwelling units per acre) varies according to the location. Several of the older homes are closely spaced due to the platting of lots 33 feet wide. These narrow lots are peculiar to certain coastal areas of North Carolina and reflect land use practices dating back to the Colonial period. These small lots are located in the old section of Southport and particularly in the waterfront areas. Recent development in the eastern section of Southport has provided for much larger lot sizes with lot frontage ranging from 85 to 200 feet.

Most of the housing in Southport consists of single family homes. The field survey revealed only nine multiple family units. Within the corporate limits 36 mobile home units were counted in April, 1968. This latter figure will fluctuate due to the ease with which these units can be moved.

Most of Southport's housing is located in well defined residential areas relatively free from conflicting land uses. The major exception to this rule is the mixing of housing and commercial activities on both sides of Howe Street from Bay Street north to 12th Street. This wide street provides Southport's major link to other areas of the county and state. It should be aesthetically pleasing since it provides visitors with their first impression of the community. North of Nash Street housing is interspersed with service stations, automobile sales lots, funeral homes, small grocery stores and drive-in restaurants. This strip commercial development has advanced to the point where any attempt to reconvert it to a residential use is not feasible.

West of Howe Street commercial activity is minimal,

but several abandoned small retail outlets are scattered throughout the area. In one block there are three abandoned commercial structures which serve no purpose other than to offer mute testimony of the hazards involved in opening uncaptialized, substandard retail outlets.

Housing Conditions

Housing conditions were surveyed in April, 1968 in connection with land use mapping activities. All housing units were placed in one of these categories. These three categories are defined as follows:

1. Sound

Sound housing is that which appears to have no defects other than minor deficiencies that could be corrected in the course of regular maintenance such as painting, minor porch repairs, minor masonry repairs.

2. Deteriorating

Deteriorating housing is that which requires more repairs than is normally associated with regular maintenance. Such housing has defects that must be corrected if the unit is to continue to provide safe and adequate shelter. Examples of deteriorating housing defects are: holes, cracks, loose or missing material, badly damaged steps or porch.

3. Dilapidated

Dilapidated housing is that which does not provide safe and adequate shelter. These are structures that would require expenditure of so much money as to make repairs economically unfeasible. Most houses in a dilapidated condition should be demolished unless they possess significant architectural or historic qualities.

Table 2 presents a statistical summary of housing conditions observed in the April, 1968 survey. Housing conditions are also shown in map form on Map 2. The great majority of substandard housing is located in the western section of Southport, an area populated by predominantly nonwhite families. This substandard housing is a reflection of the low earning power of the majority of nonwhite families. If population densities were much higher in this area the degree of blight would be so obvious that the entire area would be generally classified as a slum. However, the relatively low densities coupled with open fields and vacant lots create an impression of untidiness and neglect. Yard maintenance is minimal, abandoned cars are scattered throughout the area, and accumulations of miscellaneous junk are visible on almost every street in this section of the city. Building codes and minimum housing codes should be enforced in order to prevent further encroachment of blight in this neighborhood. Weed covered lots present a fire hazard to adjacent structures. Enforcement of city ordinances together with a concerted effort on the part of city maintenance and sanitation crews would be important contributions toward a community effort aimed at cleaning up the neighborhood.

TABLE 2
HOUSING CONDITIONS INSIDE CITY LIMITS

| | Single Family Dwellings | Mobile Homes | Multi-Family | |
|---------------|-------------------------------|-----------------|--------------|---------|
| | | | Duplex | Triplex |
| Standard | 463 | 36 | 2 | 3 |
| Deteriorating | 128* | | 1 | 0 |
| Dilapidated | 76** | | 0 | 0 |

*Includes 2 vacant.

**Includes 15 vacant.



New residential development is taking place in the eastern section of Southport from the riverfront (River Drive) to Leonard Drive. Further development can be anticipated in this area due to the availability of well drained, wooded lots. The anticipated construction of Carolina Power and Light Company's nuclear generating plant north of this new residential development will undoubtedly enhance the marketability of the area. Zoning controls should be prepared at the earliest opportunity to prevent commercial encroachment on roads in this area that lead to Carolina Power and Light Company's site and to the State Highway Commission Ferry slip. Further extension of



residential development along River Road should be anticipated. This road currently terminates at the city limits, but could be extended to connect with the road leading to the ferry slip.

While Southport does not possess a readily identifiable historic district, there are several homes possessing architectural and historic significance. It is gratifying to note that several of these homes have been well maintained, and that others have been, or are in the process of being faithfully restored to their original condition. These older homes, which date back to the pre-Victorian era, reflect the historical tradition of the city, accentuate the river mouth location, and both past and present dependence on the sea as a source of livelihood. The continued interest of local individuals and historical societies will hopefully insure the preservation of these homes and their immediate surroundings.

At the time field surveys were made, 36 mobile homes were counted inside the city limits. Since that time several more mobile units have been placed in the city. Three "clusters" of mobile homes were observed in the field survey. One group was located behind a service station, another group was placed to the rear of a drive-in restaurant, and a third group of mobile homes was found adjacent to West Street in the vicinity of the State Ports Authority Small Boat Harbor. The term "cluster" or "group" has been purposely used to describe these mobile homes because the term "mobile home park" is not considered an appropriate description. The latter term indicates a logical arrangement of mobile homes with adequate open space, driveways, mobile home stands, etc. The mobile home groupings observed inside the city limits of Southport certainly do not meet any of the criteria suggested by the term "mobile home park." It is strongly recommended that a mobile home park ordinance be adopted and enforced

by appropriate city authorities.

Individual mobile homes are scattered throughout the community. Some are on individual lots while others are placed adjacent to existing homes on a common lot. Objections to the placement of mobile homes outside mobile home parks are based on several considerations. First, the character of the neighborhood is altered, in that mobile homes radically affect the architectural continuity. Second, mobile homes are generally of a transient nature. Third, mobile homes are taxed as personal property rather than as real property. Depreciation on mobile homes is high, thus affording tax advantages to the mobile home owner that are not available to a conventional home owner residing adjacent to the mobile home. Additional mobile home units will converge on the Southport area when construction of the Carolina Power and Light Company facility commences. This anticipated influx necessitates immediate action on the part of city officials in regulating placement of mobile homes.

Commercial and Industrial Areas

Commercial activities in Southport are located primarily along Howe Street between Nash Street and 12th Street and on Moore Street between Howe and Davis Streets. The small central business district is concentrated on one block of Moore Street and one block of Howe Street. Retail activity has expanded little over the years due to slow population growth and a small trade area. Future growth of commercial activities, and land use devoted commercial structures, will be dependent on population growth. Commercial activities will continue to remain in the area described above. Neighborhood convenience centers are unlikely to develop due to the relatively small population and should not be encouraged.

The central business district lacks character of any

kind. The buildings are of varying height, size, and age. Store fronts are drab, and with few exceptions the area is uninspiring and uninviting. The wide streets and minimum activity eliminate the need for off-street parking. The tourism aspect of the town's economy would seem to indicate a need for a more aggressive business district with enterprises geared to serve the increasing tourist traffic created by the Southport-Fort Fisher Ferry and development along the adjacent beach areas. A beautification project in the central business district could be undertaken at relatively little expense by an association of property owners. In a city noted for its large live oak trees it is interesting to note that this area is almost completely devoid of foliage. Planters and street trees combined with store front renovation would do much to improve the appearance of the area.

A temporary structure housing a barber shop at the corner of Moore and Howe Streets is particularly uninviting and further weakens the aesthetic appeal of the city center. A "vest pocket" park in this location could serve as an ideal location for a tourist information center through provision of a kiosk, wall plaques, set in a surrounding of low shrubs, flowers, and an ornamental fountain. It is particularly depressing that the "100 percent" business corner is so unattractive.

Existing tourist oriented commercial activities include four motels, antique and gift shops, and several restaurants and grills. Two restaurants and two motels are located on Bay Street overlooking the Cape Fear River and Intracoastal Waterway. The existing motels provide comfortable, standard accommodations, but there is currently nothing available for the tourist seeking luxury facilities for dining and overnight accommodations.



The Southport Small Boat Harbor although publically owned, can be considered a commercial use. It serves the commercial fishing trade as well as providing slips for charter boats and privately owned small craft. The State Ports Authority is well equipped to handle pleasure craft and offers convenience facilities such as snack bar, toilets, showers, and laundry equipment. A large open field in front of the harbor facility is often utilized by boat owners as an area to perform extensive repairs on boat hulls. This activity should be limited to one particular area in order that the remainder of the tract could be preserved as a park type setting. The use of ornamental



trees, shrubs, and flower beds would enhance the aesthetic features of the facility.

The old municipal boat harbor is no longer municipally owned. Slips and piers are owned by individuals who are responsible for maintenance of their own property. The general appearance is one of neglect. The harbor is an eyesore to the community with several piers in an advanced state of disrepair, accompanied by accumulations of scrap lumber and other materials. This is particularly unfortunate because a boat harbor is inherently capable of adding so much charm and visual excitement to a community. City authorities should enforce nuisance ordinances to insure repair of unsafe piers and removal of trash from the area. Charter boats and shrimpers use the old harbor as well as many pleasure craft.

A crabmeat plant and a shrimp packing house reflect the reliance on the sea as an industrial resource. A boat works and the boat repair at the new Small Boat Harbor account for the other industrial uses along the riverfront. The only other industrial uses in the planning area are a machine shop on West Street, a concrete mix plant and a junk yard on N. C. 87 north of the Town.

Public Facilities

Public ownership of property in Southport is by all levels of government: city, county, state, and federal. The city maintains Franklin Park adjacent to the municipal building. This small park contains a profusion of shrubs and huge live oak trees. It is a restful park rather than a recreation area. The municipal building is located behind the park and is not visible from Howe Street. Parking for visitors to City Hall is adequate, but road access to the facility is dangerous (See section on roads). The city garage and storage yard is located on Howe Street between 10th Street and 11th Street. Evergreen screening

would be beneficial at this location. The existing white painted fence currently shielding the storage yard attracts attention rather than providing an unobtrusive screen.

Brunswick County operates two schools in Southport providing facilities for 1st through 12th grades. Southport High School, currently serving predominantly white students, consists of several buildings that do not relate to each other in architectural form. The grounds are poorly landscaped and totally inadequate in size to serve the student body. A separate athletic field provides facilities for football, track and baseball. This field is located approximately three blocks from Southport High School and does not contribute to the daily outdoor space needs of the students.

Brunswick County High School serves predominantly non-whites in the area. The school is located on Lord Street between Owen Street and 8th Street. An athletic field is located behind the classroom facilities. Space is again at a premium. Additions to the school physical plant over the years have decreased the amount of open space available to students. It is apparent to the most casual observer that school facilities in Southport are inadequate from a standpoint of both space and physical plant. At the time of writing provisions are being made for a county school bond referendum which would provide for construction of new high school facilities in the county. Existing facilities in Southport would be used as elementary schools if the referendum is approved.

A new county library has recently been completed in Southport. The building, located on Moore Street between Lord and Howe Streets, is a tasteful reminder of Southport's past, combining Georgian design with a modified "widow's watch". The Library Board is to be commended for providing residents with a graceful and functional building. Adequate parking is available to the rear of the library, and its

location in the business district is highly desirable.

The Brunswick County Courthouse is located on Moore Street between Davis and Dry Streets. Parking is currently provided behind the courthouse, but planned additions for courthouse facilities will reduce the number of available parking spaces.

State ownership is limited to the Small Boat Harbor operated by the N. C. State Ports Authority. This facility has previously been described in the commercial section of this report. This facility represents a substantial investment and plans have been formulated for the construction of covered boat slips which will provide additional benefits to the pleasure craft owner. Care should be taken to insure the preservation of attractive surroundings and grounds due to the increasing tourist potential.

Federally owned property is located at Fort Johnston and consists of a residence currently occupied by the Commanding Officer, Military Ocean Terminal, Sunny Point. Two duplex units constructed on Fort Johnston detract from the beauty of the main structure, but the view of Fort Johnston from Bay Street and the Cape Fear River is most impressive. It is to be hoped that no structures will be built between the river and this graceful residence.

In addition to the public facilities owned by governmental units, there are the semi-public facilities such as churches and clubs. These uses occupy approximately twenty-five acres of land within the Town. Churches are scattered throughout the residential areas, and provide significant landmarks for local citizens. There are three large cemeteries within the Town, located on Moore Street, Leonard Street and Fodale Avenue.

Streets and Highways

Streets occupy a major portion of the developed area within any town. In Southport the streets occupy approximately 125 acres, or about thirty percent of the developed land area. Streets not only provide access to abutting property owners, but also help determine the character of the community. This is true in Southport, where many of the wide streets have towering old trees growing within the right-of-way. Only a few streets on the edge of the built-up area are not paved. Only one of these, West 11th Street serves a large number of dwelling units.

The street pattern is essentially a gridiron system, interrupted in a few places by existing roads which were incorporated into the layout of the Town. Circulation within the Town is adequate, although there are many dead-end streets awaiting the extension of the gridiron. However, access to the Southport-Fort Fisher Ferry is by a circuitous route, which forces passing motorists to drive through the center of Town to get to Highways 87 and 221.



LAND USE IN THE FRINGE AREA

The one-mile extraterritorial area surrounding the corporate limits of Southport is almost entirely undeveloped. U. S. Highway 87 and N. C. Highway 221 has attracted residential development and a few scattered non-residential uses. Jabber Town Road between Highway 87 and Leonard Street has many houses built along both sides. A total of eighty-one houses were counted in the survey. Of these fifty-nine were judged to be in standard condition and twenty-two deteriorating and dilapidated condition.

Non-residential land use in the fringe area consists of three automobile service stations, a cement block manufacturing plant, a junk yard and two churches, all located along Highway 87 and 221. In addition, the Southport-Fort Fisher Ferry installation is located in the fringe area on the eastern side of the Town.

A large percentage of the vacant land in the fringe area is buildable. However, in the western section much of the land in the vicinity of Dutchmen's Creek is low and marshy.

VACANT LAND POTENTIALS

There is an abundant supply of vacant land available for future development both within the Town and outside its corporate limits. Of the approximately 1100 acres within the Town, almost 500 are classified as vacant, buildable land. In addition slightly more than 200 acres are classified as vacant, but swampy or subject to flooding, or covered with water.

Future growth will, therefore, not be hampered by a shortage of land. Instead, emphasis must be placed on development which will be efficient and economical from the standpoint of the Town's provision of services. The citizens also benefit from good development through more services and amenities made available at a lower cost.

The availability of water and sewer services can influence the course of development of the Town. At the present time, the Town has extended water mains from the three deep wells and two reservoirs to almost every street in Town. In addition, water mains extend northward to the intersection of Highways 87 and 221. Sanitary sewer lines, either existing or scheduled for installation within the next two years, will cover the most densely developed areas of the Town. The major area not served by the sewer lines is the section east of Bonnet's Creek and north of Moore Street. This section is the area with the greatest potential for future development. There are large tracts of vacant land in this area, and much new building has occurred here, and the soils are suitable for development. In contrast, on the western side of Town, Dozier's Creek and the surrounding land present flooding problems associated with tidal marsh areas.

SUMMARY

Residential Land Use

- Three classifications of soils are found in the Southport area. These three include Norfolk Sands, Blanton Sands, and Tidal Marsh. Of the three types, only those areas composed of Tidal Marsh are unsuitable for urban land development.

- Recent residential land development in Southport has provided home buyers with larger lot sizes. Due to the rather extensive amount of buildable residential land remaining within the city limits, the city may want to encourage larger sites.

- Southport has 36 mobile home units. Mobile home development will increase due to the construction of the Carolina Power and Light atomic reactor. Most of this development will occur in the one-mile ring surrounding the city limits. The City's zoning ordinance should be amended to establish extraterritorial jurisdiction within this area. This action should help to prevent haphazard land development patterns.

- Mobile home parks should be separated from standard residential areas. The City may want to pass an ordinance regulating the placement of individual mobile homes in residential areas, as to number of mobile units per lot, setback requirements, etc.

- Thirty percent of all housing located in Southport is either deteriorating or dilapidated. Immediate action is necessary in the form of building codes, plumbing codes, electrical codes, fire protection codes, and general health guides, to stop this blighted pattern.

- With so many dilapidated and unoccupied residential and commercial structures located in Southport, the City should condemn such structures where they are clearly a

hazard to safety.

- Nineteen percent of all housing located within Southport is classified as deteriorating. Immediate action is necessary to prevent these structures from becoming dilapidated. Local civic and service organizations should be encouraged to coordinate their efforts with local building supply merchants in a "fix-up, paint-up" campaign. Hometown merchants will often reduce their prices for such worthy causes.

- The housing located north of Nash Street along Howe Street is interspersed with incompatible commercial uses. This development pattern should be discouraged and visual screening devices such as fences, planters, and hedges should be used to separate residential, commercial, and industrial areas whenever possible.

- Many weed covered lots, abandoned cars, and miscellaneous junk piles can be seen in Southport. These elements detract from the general beauty of the community and they should be removed.

Commercial Land Use

- Most of the store fronts of Southport's central business district are drab and uninviting. A committee of local businessmen might be appointed to study ways of improving the general appearance of these stores and offices.

- Many commercial activities in Southport are located along Howe Street. New isolated commercial areas should be discouraged as they will only tend to fragment existing neighborhood growth patterns.

Industrial Land Use

- Only about three acres of land in Southport are being used for industrial purposes. The City needs more industry to bolster its economic growth. A small industrial

park might help to entice new industrial firms to establish in Southport.

Tourist and Historic Preservation Areas

- There are many structures and areas of historic significance in Southport. Some of these landmarks should be designated as historic preservation sites.

- Historic Fort Johnston is one of Southport's finest assets. Efforts should be made to protect the view of the Fort from Bay Street and the Cape Fear River.

- At the present time there are no luxury motels or restaurants in Southport. A facility of this type would add greatly to the tourist trade. City officials and civic groups should make every effort to secure such a facility.

Streets

- A majority of the streets within the central city are planned on 99 foot rights-of-way. Since a typical city street with two lanes is only 26 feet wide, much of this usable area has been forgotten. It might be possible to utilize some of these rights-of-way for semi-paved walkways and rest areas. These areas could be planned with flower beds, low shrubs, sitting benches, bulletin kiosks, and perhaps an ornamental fountain. An urban beautification grant would make this project possible with little cost to the City of Southport.

- At the present time, most of the traffic generated by the Fort Fisher Ferry is channeled through Southport. Direct access is needed between the ferry and Highways 87 and 211. An extension of Jabber Town Road might solve this problem.

